

SANT BABA BHAG SINGH UNIVERSITY
UNIVERSITY INSITUTE OF COMMERCE AND MANAGEMENT

Department of Management

KHALA, JALANDHAR (PUNJAB) 144030

Ref no: SBBSU/UICM/MGT/246

03-08-2021

Proceedings of the meeting of Board of Studies (BOS) of Department of Management.

As per the circular dated 27-07-2021, ref no. SBBSU/UICM/MGT/243, meeting on Board of studies for CBCS course for MBA and BBA, Diploma in Marketing Management, Diploma in Business Management, Interdisciplinary Courses, Value Added Courses was conducted online. Following members were present in the meeting:

S.No.	Name	Subject	Designation	Institute	Position
1.	Dr.Indu Sharma	Botany	Dean Academics	SBBSU	Chairperson
2.	Dr.SeemaGarg	Law	Dean UICM	UICM	Member
3.	Ms InderpreetKaur	Management	Assistant Professor	UICM	Members Secretary
	Dr.Bikramjit Singh Hundal	Management	Professor	University School, Amritsar.	Expert Member
6	Dr HarpreetKaur	Management	Associate Professor	Distance Education Department, Punjabi university Patiala.	Expert Member
7	Dr RamandeepChahal	Management	Professor	UICM	Internal Member
8	Dr SandeepRandhawa	Management	Associate Professor	UICM	Internal Member
8.	Ms Deepti	Management	Assistant Professor	UICM	Internal Member

Members from the other institutes of SBBSU are as follow:

S.No.	Designation	Position
1.	Dr. Vijay Dhir (Dean UIET)	Member
2.	Dr.Vikas (Dean UISH)	Member
3.	Dr Aneet Kumar (Dean UIE)	Member

The following agenda was discussed and approved by the members:

- 1 Approval of course scheme and syllabus of Master of Business Administration. (Two Years) CBCS for the admissions 2021 onwards.
- 2 Approval of course scheme and syllabus of Bachelor of Business Administration. (Three Years) CBCS for the year 2021 onwards.
- 3 Program Educational Objectives(PEOs) Program Specific Outcomes(PSOs), Program Outcomes(POs) and Course Outcomes(COs) are added in CBCS scheme of BBA and MBA.
- 4 Course Outcomes are added in Diploma in Business Management, Diploma in Marketing Management.
- 5 Approval of syllabus of Value Added Courses (Blue Ocean Strategy, Managing Work Force Diversity in MNCs)
- 6 In Interdisciplinary Courses as per the request of UIET new course of Organization Behaviour and Business Analytics are added.
- 7 Subject Business Environment in Indian Scenario of MBA 2nd Semester is renamed as Business Environment and Advanced Human Resource Management is renamed as Human Resource Management.
- 8 Subject of WTO and RTAs of International Business is renamed as International Financial Organizations.
- 9 Subject of Interdisciplinary Course Basics of Management is renamed as Business Studies.
- 10 Subject of DBM Communication Channels and Advertisement is merged with Research Methodology and content in syllabus is added as Marketing Research, and new subject of Basics of Entrepreneurship is introduced.
- 11 A new course of Intellectual Property Rights is added in MBA 4th semester in place of Workshop on Entrepreneurship. Contents of Workshop on Entrepreneurship are merged with Basics of Entrepreneurship of MBA 2nd Semester.
- 12 Approval of new stream of specialization of MBA in Agribusiness.
- 13 Changes are made as per following:

Comparative Schemes of 2020 and 2021

Scheme 2020			Proposed Scheme 2021		
Sr No	Subject Code	Subject Name	Sr No	Subject Code	Subject Name
Semester 1 st			Semester 1st		
1	MGT101	Business Studies	1	MGT101	Business Studies
2	MGT103	Principles of Economics	2	MGT103	Principles of Economics
3	COM105	Book Keeping and Basic Accounting	3	MGT105	Essentials of Management
4	ENG121	Communication Skills-I (Theory)	4	ENG121	Communication Skills-I (Theory)
Semester 2 nd			Semester 2nd		
1	MGT102	Essentials of Management	1	MGT102	Office Organization and Management
2	MGT104	Basics of Indian Economy	2	MGT104	Basics of Indian Economy
3	COM106	Basics of Corporate Accounting	3	MGT106	Basics of Company Law
4	ENG114	Communication Skills-II (Theory)	4	ENG114	Communication Skills-II (Theory)
Semester 3 rd			Semester 3rd		
1	MGT201	Organization Behavior	1	MGT201	Organization Behavior
2	MGT203	Office Organizations and Management	2	MGT203	Business Environment
3	MGT205	Human Resource Management	3	MGT205	Human Resource Management
4	COM209	Cost and Management Accounting	4	MGT207	Basics of Financial and Management Accounting
5	EVS101	Environmental Science	5	EVS101	Environmental Science
Semester 4 th			Semester 4th		

1	MGT202	Optimization Techniques for Managers	1	MGT202	Introduction to Research Methodology
2	MGT204	Industrial and Labor Law	2	MGT204	Applied Statistics in Business
3	MGT206	Macro Economics	3	MGT206	Macro Economics
4	MGT208	Introduction to Marketing	4	MGT208	Introduction to Marketing
Semester 5 th			Semester 5 th		
1	MGT301	Financial Management	1	MGT301	Financial Management
2	MGT303	Foreign Trade	2	MGT303	Optimization Techniques for Managers
Semester 6 th			Semester 6 th		
1	MGT302	Strategic Management	1	MGT302	Strategic Management
2	MGT304	Commercial Law	2	MGT304	Commercial Law

Changes made with remarks:

Sr no	Subject Code	Subject Name	Remarks
1	COM 105	Book Keeping and Basic Accounting	This subject is shifted to BBA 3 rd sem from BBA 1 st sem with changed contents, code and name.
2	MGT105	Essentials of Management	This subject is shifted to BBA 1 st sem from BBA2nd sem with changed code.
3	MGT102	Office Organization and Management	This subject is shifted from BBA3rd sem to BBA 2 nd sem with changed code.
4	COM106	Basics of Corporate Accounting	This subject is replaced with changed name, code and contents. Now the subject is MGT106 Basics of Company Law
5	MGT203	Office Organizations and Management	This subject is shifted in BBA2nd sem and a new subject is introduced in BBA 3 rd sem as: MGT203 Business Environment
6	MGT202	Introduction to Research Methodology	This new course is added to make the curriculum more research oriented and

			practical.
7	MGT204	Applied Statistics in Business	This subject is replaced with Foreign Trade from AEEC pool.
8	MGT303	Optimization Techniques for Managers	This subject is shifted from BBA4th sem to BBA5th sem with changed code .

For PG (Master of Business Administration):

Scheme 2020			Proposed Scheme 2021		
Sr No	Subject Code	Subject Name	Sr No	Subject Code	Subject Name
Semester 1 st			Semester 1 st		
	MGT501	Principles & Practices of Management		MGT501	Principles & Practices of Management
	MGT503	Organization Behavior		MGT503	Organization Behavior
	MGT505	Economic Analysis		MGT505	Economic Analysis
	MGT507	Accounting for Managers		MGT507	Accounting for Managers
	MGT509	Managerial Quantitative Techniques		MGT509	Marketing Management
Semester 2 nd			Semester 2 nd		
	MGT502	Business Environment in Indian Scenario		MGT502	Business Environment in Indian Scenario
	MGT504	Marketing Management		MGT504	Managerial Quantitative Techniques
	MGT506	Financial Management		MGT506	Financial Management
	MGT508	Business Research Methodology		MGT508	Business Research Methodology
	MGT510	Advanced Human		MGT510	Advanced Human

		Resource Management			Resource Management
Semester 3 rd			Semester 3 rd		
	MGT601	Optimization Techniques for Managers		MGT601	Optimization Techniques for Managers
	MGT603	Project Management		MGT603	Project Management
Semester 4 th			Semester 4 th		
	MGT602	Strategic Management & Business Policy		MGT602	Strategic Management & Business Policy
	MGT604	Corporate Law		MGT604	Corporate Law
	MGT606	Workshop on Entrepreneurship		MGT606	Intellectual Property Rights

Changes made with remarks:

Sr no	Subject Code	Subject Name	Remarks
1	MGT509	Managerial Quantitative Techniques	This subject is shifted in 2 nd semester from 1 st semester.
2	MGT504	Marketing Management	This subject is shifted in 1 st semester from 2 nd semester
3	MGT606	Workshop on Entrepreneurship	This subject is replaced with MGT606 Intellectual Property Rights. IPR is added to fulfil the requirement of Curriculum Audit. The syllabus of Workshop on Entrepreneurship is merged with Basics of Entrepreneurship in foundation course.

Thank you in anticipation.

(Ms. Indpreet Kaur)
Coordinator- Management
UICM, SBBSU

Dr. Seema Garg
Dean
UICM, SBBSU



Sant Baba Bhag Singh University

(University Established under Punjab Act No. 8 of 2013)
Vill. Khiala, P.O. Puthiana, Dist. Jalandhar, Punjab, INDIA

External Expert Review Performa For Board of Studies

Name of External Expert : Dr. Harpreet Kaur
Discipline : Commerce
Designation : Associate Professor
Organization (Name & Address) : Punjabi University Patiala
Contact No. : 9872206426
E-Mail ID : harpreet_pbiuniv@gmail.com
Date of Visit/Meeting : 30/7/21

Reviewer's Comments :-
Syllabus is well structured and covers recent developments taking place in the business world. It also fulfills various UGC guidelines which are applicable like choice based credit system. I hope it will be beneficial for the overall growth of the students.

❖ Use extra sheet(s) if required.

Harpreet
Signature

Date... 4/8/21 ...

[Signature]
Coordinator/HOD's/Dean's
5/8/21

[Signature]
Dean Academics

Sant Baba Bhag Singh University

(University Established under Punjab Act No 6 of 2015)
Vill. Khiala, P.O. Padhiana, Dist. Jalandhar, Punjab, INDIA

External Expert Review Performa For Board of Studies

Name of External Expert : BIKRAM JIT SINGH HUNDAL
Discipline : MANAGEMENT
Designation : PROFESSOR
Organization (Name & Address) : UNIVERSITY BUSINESS SCHOOL,
G.N.D. UNIVERSITY, AMRITSAR.
Contact No. : 98722207657
E-Mail ID : bikramhunda@gmail.com
Date of Visit/Meeting : 30-07-2021

Reviewer's Comments :-

The agenda as mentioned in the proceedings of the meeting of BOS of Department of management was thoroughly discussed and after a lot of discussion it was approved.

The proceedings of Board of Studies of Department of Management held on 30/7/21 are approved.

❖ Use extra sheet(s) if required.

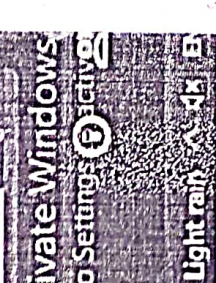
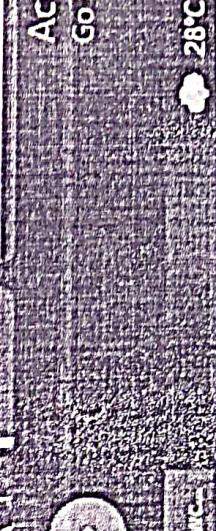
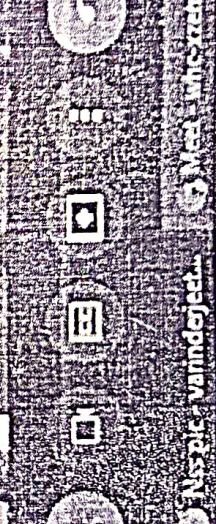
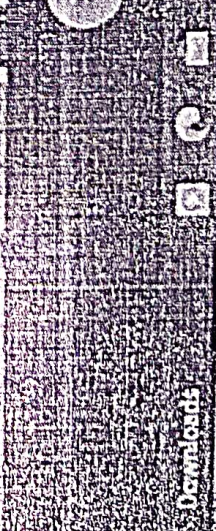
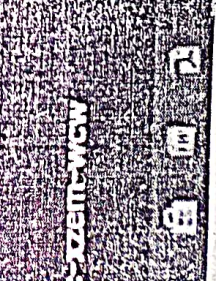
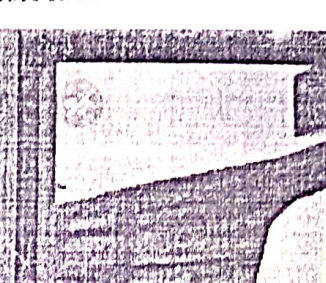
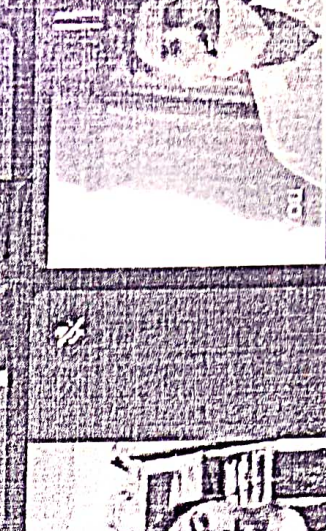
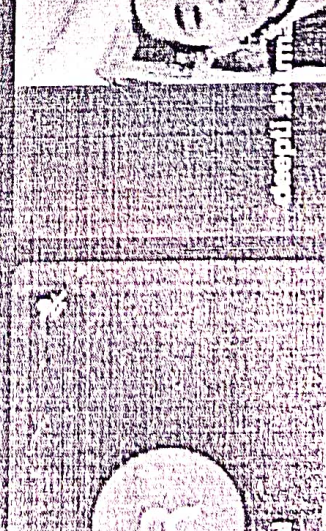
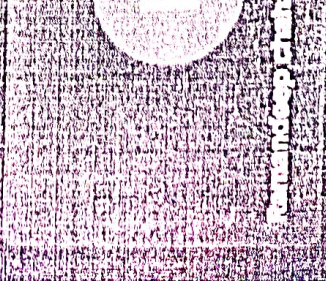
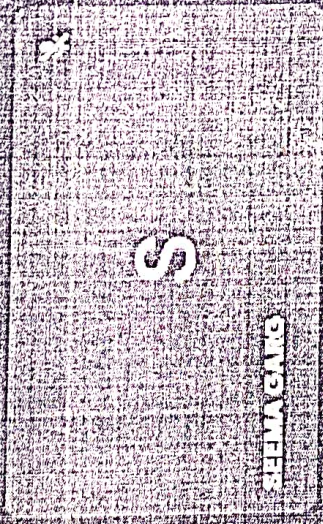
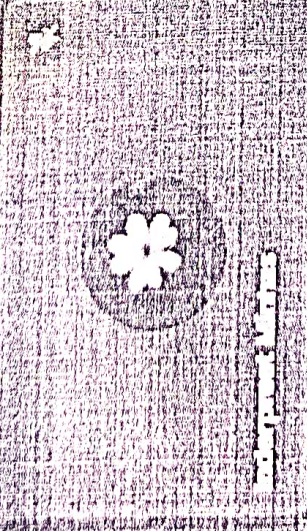
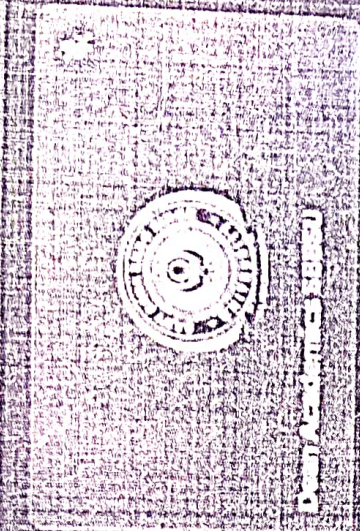
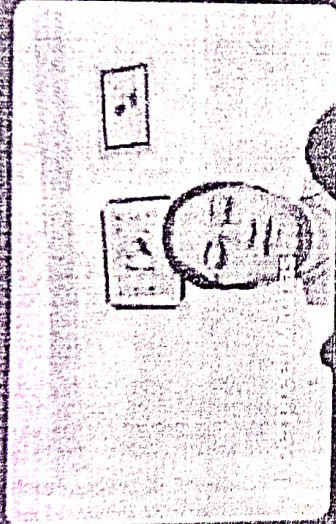
Biikram Hundal
Signature

Date: 03-08-2021

Coordinator/HOD's/Dean's

Dean Academics

Minhas is presenting



szem-wcw

Activate Windows
Go to Settings to activate Windows



Downloads

Ms-pic - vaimderfect...

Meet - wic-zzem-wcw

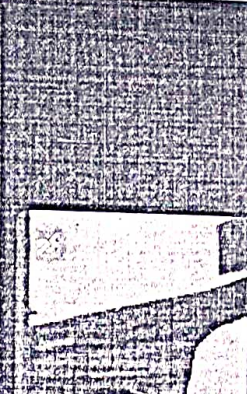
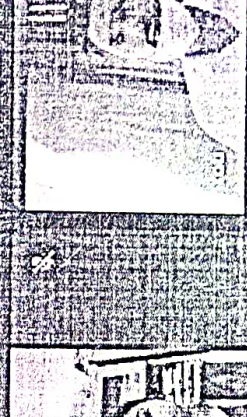
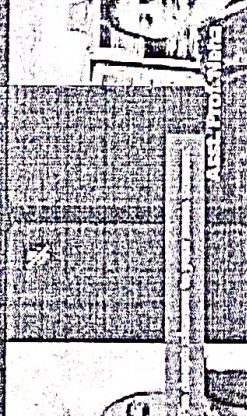
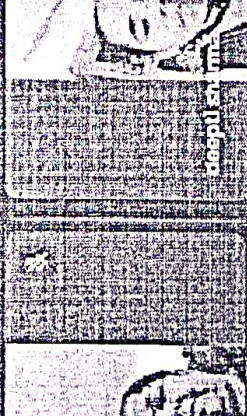
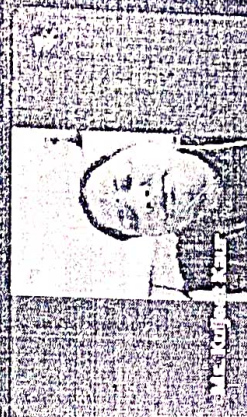
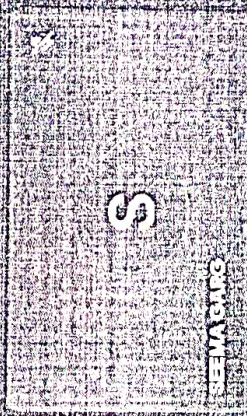
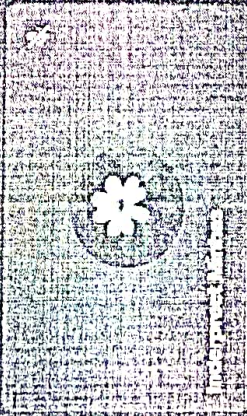
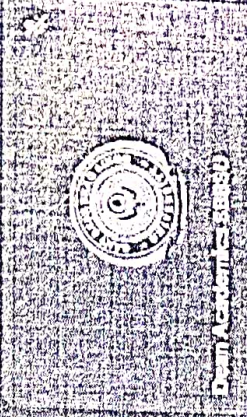
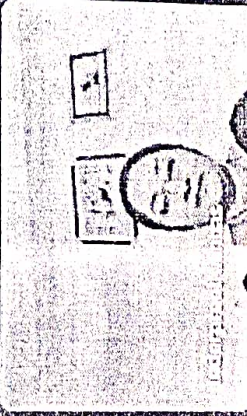
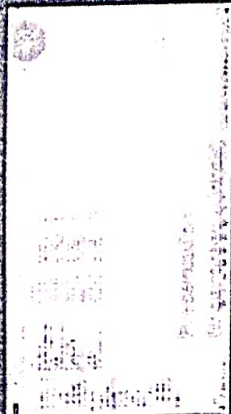
28°C Light rain 4h

(2/4) WhatsApp

Meet - whc-xzem-wow

meet.google.com/whc-xzem-wow

Indurpreet Mittal is presenting



12:08 PM | whc-xzem-wow

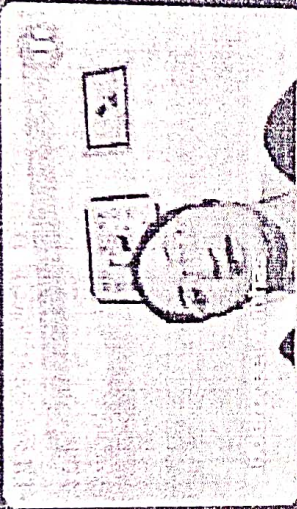
Activate Windows
Go to Settings to activate Windows

System tray area containing icons for network, volume, and battery, along with the date and time: 28°C Light rain, 12:08 PM.

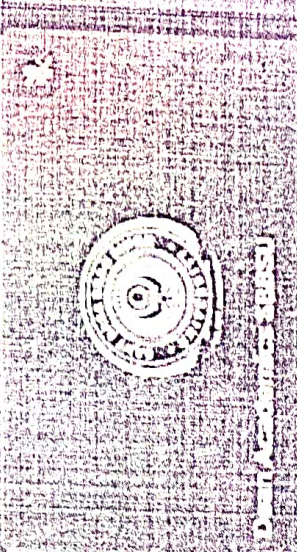
Minhas is presenting



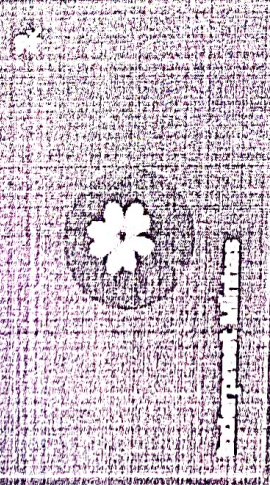
Minhas



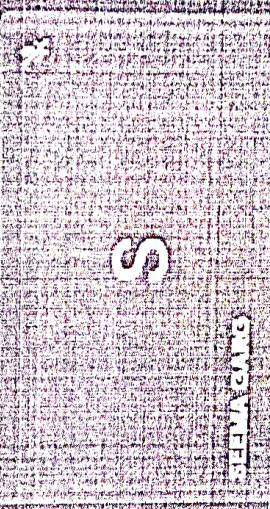
Minhas



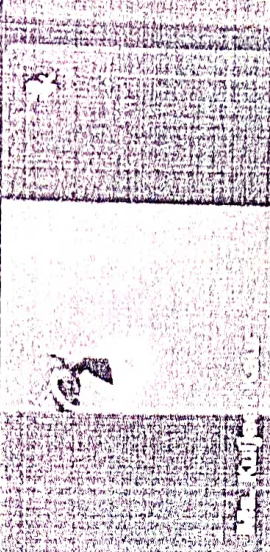
Minhas



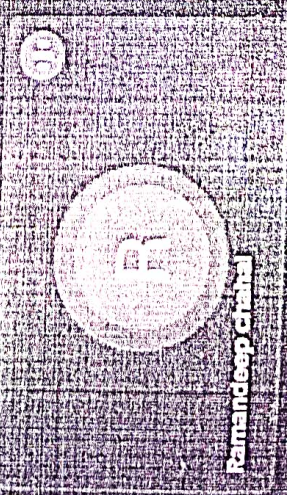
Minhas



Minhas



Minhas



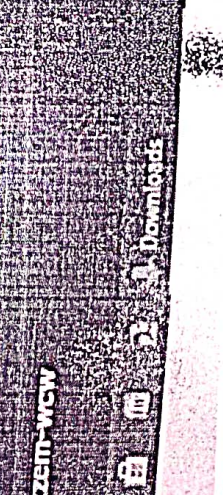
Ramandeep chahal



Minhas



Minhas



Minhas



Minhas



Minhas

SANT BABA BHAG SINGH UNIVERSITY
UNIVERSITY INSTITUTE OF COMMERCE AND MANAGEMENT
Department of Management

Ref no: SBBSU/UICM/MGT/243

27-07-2021

Meeting Circular

It is my pleasure to inform you that you have been appointed as a member of Board of Studies (BOS) for the BBA(CBCS), MBA (CBCS), DMM, DBM, Value Added Courses and Interdisciplinary courses offered by UICM, Department of Management. List of the BOS members is given below:

S.No.	Name	Subject	Designation	Institute	Position
1.	Dr. Indu Sharma	Botany	Dean Academics	SBBSU	Chairperson
2.	Dr. SeemaGarg	Law	Dean, UICM	UICM	Member
3.	Ms InderpreetKaur	Management	Assistant Professor	UICM	Members Secretary
4.	Dr Vijay Dhir	CSE	Dean, UIET	UIET	Member
5.	Dr Vikas	Botany	Dean, UISH	UISH	Member
6.	Dr Aneet Thakur	Education	Dean, UIE	UIE	Member
7.	Dr RamandeepKaurChahal	Management	Professor	UICM	Internal Member
8.	Dr Sandeep Randhawa	Management	Associate Professor	UICM	Internal Member
9.	Ms Deepti	Management	Assistant Professor	UICM	Internal Member

Experts through online mode:

S.No.	Name	Subject	Designation	Institute	Position
	Dr.Bikramjit Singh Hundal	Management	Professor	University Business School, GNDU, Amritsar.	Expert Member
	Dr HarpreetKaur	Management	Associate Professor	Distance Education Department, Punjabi university Patiala.	Expert Member

You are requested to attend the meeting through online mode (Google meet app) at SBBSU on 30th August 2021, Friday at 11am. The detailed agenda of the meeting will be as follow:

1 Discussion and approval of course scheme and syllabus of Master of Business Administration. (Two Years) CBCS for the admissions 2021 onwards as per the feedback received from various stakeholders.

2 Discussion and approval of course scheme and syllabus of Bachelor of Business Administration. (Three Years) CBCS for the admissions 2021 onwards as per the feedback received from various stakeholders.

3 Discussion and approval of course scheme and syllabus of Diploma in Marketing Management (One Year) for the admissions 2021 onwards as per the feedback received from various stakeholders.

4 Discussion and approval of course scheme and syllabus of Diploma in Business management (One year) for the admissions 2021 onwards as per the feedback received from various stakeholders.

5 Discussion and approval of Value Added courses Certification course in Managing Work Force Diversity in MNCs and Certification Course in Blue Ocean Strategies.

6 Discussion and Approval of Interdisciplinary Courses.

7 Discussion and approval of new specialization stream of MBA in Agribusiness.

Google meet link will be send to your mobile numbers through the Host.

Thank you in anticipation.

(Ms. Indpreet Kaur)
Coordinator- Management
UICM, SBBSU

Dean

Dr. Seema Garg
UICM, SBBSU

Sant Baba Bhag Singh University
Khiala, P.O Padhiana, Distt. Jalandhar

TA/DA Form for Experts

Name Dr. Harpreet Kaur
Designation Associate Professor
Address Department of Distance
Education, Punjabi
University Patiala
Basic Pay 44,820
Purpose: Expert in BOS
Travel by Own Vehicle/Taxi

Total K.M traveled both sides..... Rs. _____

Vehicle/Taxi no.....

Hon'rum Rs. _____

D.A Rs. _____

Travel by Bus/Train

Fare (both side) Rs. _____

Local Charge Rs. _____

Received _____

Signature Harpreet

Date 4/8/21

Details required for Honorarium.

1. Name of Account Holder: Harpreet Kaur

2. Bank's Name:- SBI

3. Account No:- 55081496753

4. IFSC Code:- SBIN0050009

20/8/21
20/8/21

20/8/21

(All documents attached)

Seena
DEAN INSTITUTE

Scanned with CamScanner

22952 / 251 BLUE ORDER / 17/26/Nov/2019
SESHIAASAI (D) / CTS-2010



State Bank of India

(50009) PATIALA PUNJABI UNIVERSITY
PUNJABI UNIVERSITY
PATIALA PUNJAB 147002
Tel: Fax: IFS Code: SBIN0050009 SWIFT:

PAY

₹ 55081496753

55081496753

SB ACCOUNT

PREFIX :
5078000000

MULTI-CITY CHEQUE Payable at Par at All Branches of SBI

HARPREET KAUR

11 11 58 27 11 11 700 20 22 02 23 84 31

VALID UPTO ₹ 10 LACS AT NON-HOME BRANCH FOR NON-CASH TRANSACTION ONLY

35769418055

CHIT 108

CHIT 108

Sant Baba Bhag Singh University
Khiala, P.O Padhiana, Distt. Jalandhar

TA/DA Form for Experts

Name

BIKRAM JIT SINGH HUNDAL

Designation

PROFESSOR

Address

University Business School,
GND UNIVERSITY, AMRITSAR

Basic Pay

67000/-

Purpose:

Board of Studies (BOS) of Department of Management

Travel by Own Vehicle/Taxi

Total KM traveled both sides.....

Rs. —

Vehicle/Taxi no.....

Honarium

Rs. —

D.A

Rs. —

Travel by Bus/Train

Fare (both side)

Rs. —

Local Charge

Rs. —

Received

Signature

Bikram Hundal

Date

03-08-2021

Details required for Honorarium.

1. Name of Account Holder: BIKRAM JIT SINGH HUNDAL
2. Bank's Name:- SBI VERKA (11960)
3. Account No:- 55141 508390
4. IFSC Code:- SBIIN0011960

Copied

20/9/21

documents Attached

Seema

DEAN INSTITUTE



भारतीय स्टेट बैंक
State Bank of India

110956g VIKING
S/N H 8087-00 41836
DAVIDSON SHAW TIRE CHRYSLER TRAPER PAUL ACCESSAL APTALD 011972 143-0
Tel: 481 551 266 Fax: H S Code: SHH0011566 SWIFT:

수업 후 학생들의 반응을 조사한 결과, 대부분의 학생들이 수업 내용을 이해하고 흥미를 보였다. 특히, 실용적인 예제와 함께 설명된 부분이 학생들의 이해를 돕는 데 크게 공헌하였다. 또한, 수업 후 설문조사에서 학생들은 이 수업을 통해 얻은 지식을 실제 업무에 적용할 수 있을 것으로 기대하고 있다.

UFEEES

7. 7. 7. 7. OR BEARE

55141508390

VALID UPTO ₹ 10 LACS AT NON-HOME BRANCH

S ACCOUNT

PREFIX :
5078000009

Mr. BIKRAMJIT SINGH HUNDAL & KIRANDEEP

~~TELEGRAPHIC TRANSFER Payable at Par at All Branches of SBI~~

Pearlry, 1878

3583 11 11,300 20 271: 005 138 31



SANT BABA BHAG SINGH UNIVERSITY

Vill. Khiala, P.O. Padhiana, Distt. Jalandhar - 144 030 (PB.)
Recognized by UGC under Section 2(f) of UGC Act, 1956.

Ref. No. SBBSU/DA/21/123

Dated 27/07/2021

To

Dr. Harpreet Kaur
Associate Professor
Distance Education Department, Punjabi University
Patiala.

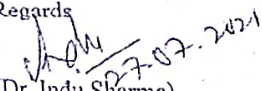
Subject: Invitation for Board of Studies Meeting in the Department of Management,
UICM.

Respected Madam,

This is to bring to your kind notice that the meeting of Board of Studies (BoS) of Department of Management, UICM Sant Baba Bhag Singh University, Khiala, Jalandhar is going to be held on 30 July, 2021 (Friday) at 11.00 AM. You have been nominated as an expert for the BoS meeting by the competent authority. I feel honor to invite you as an expert for the approval of Course Scheme and Syllabus of BBA and MBA (CBCS), DBM, DMM, Value Added Courses & ID Courses. Your experience and expertise will be of great help to the Department and University.

You are requested to kindly spare your valuable time to participate in the same on 30 July, 2021 (Friday).

Regards


(Dr. Indu Sharma)
Dean Academics
SBBS University

Call : 0181-271163 | Fax : 0181-271161

Website : www.sbbsuniversity.ac.in | Email : info@sbbsuniversity.ac.in



SANT BABA BHAG SINGH UNIVERSITY

Vill. Khiala, P.O. Padhiana, Distt. Jalandhar - 144 030 (PB.)
Recognized by UGC under Section 2(f) of UGC Act, 1956.

Ref. No. SBBS/DA/21/122

Dated 27/07/2021

To

Dr. Bikramjit Singh Hundal
Professor
University Business School
GNDU, Amritsar

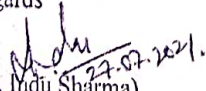
Subject: Invitation for Board of Studies Meeting in the Department of Management,
UICM.

Respected Sir,

This is to bring to your kind notice that the meeting of Board of Studies (BOS) of Department of Management, UICM Sant Baba Bhag Singh University, Khiala, Jalandhar is going to be held on 30 July, 2021 (Friday) at 11.00 AM. You have been nominated as an expert for the BoS meeting by the competent authority. I feel honor to invite you as an expert for the approval of Course Scheme and Syllabus of BBA and MBA (CBCS), DBM, DMM, Value Added Courses & ID Courses. Your experience and expertise will be of great help to the Department and University.

You are requested to kindly spare your valuable time to participate in the same on 30 July, 2021 (Friday).

Regards


(Dr. Indu Sharma)
Dean Academics
SBBS University

Call : 0181-2711163 | Fax : 0181-2711611

Website : www.sbbsuniversity.ac.in | Email : info@sbbsuniversity.ac.in



Reference No- SBBSO/0421/45

Date- 27/07/2021

SUBJECT- REQUEST FOR INTERDISCIPLINARY SUBJECT CODES FOR UIET FROM UICM

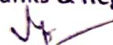
Dear Madam

This is as per the guidelines of AICTE, followed by all technical institutions, where in some courses are to be included in the scheme of engineering, which fall under the category of Mandatory courses (Non Credit subjects) or Management courses.

It is requested to allot faculty to teach these subjects and also to provide code for these courses

Programme	Course Category	Semester	Course Codes	Course name	Contact Hours L:T:P	Credits	Request sent to
B.Tech-	Management-I (Organizational Behaviour)/ Finance & Accounting	4 th semester	MGT401-19 earlier code, to be changed	Organization Behaviour	3:0:0	3	UICM
M.Tech	Audit	1st/2nd		Business Analytics	2:0:0	NC	UICM

Thanks & Regards


Dean UIET

Cc-

1. COD CSE
2. COD ME
3. COD Civil/ EE/ECE

Ref No. SBBSO/0421/64
Date 27/7/2021
Pls discuss the request in the BOS
meeting to be held on 30th July, 2021
27/7/2021



HUMANITIES AND SOCIAL SCIENCES INCLUDING MANAGEMENT COURSES

No	Code No.	Course Title	Hours per week			Total Credits	Semester
			Lecture	Tutorial	Practical		
1	HSMC 201	English	2	0	2	3	2
2	HSMC 301	Humanities - I	3	0	0	3	3
3	HSMC 401	Management-I (Organizational Behaviour) Finance & Accounting	3	0	0	3	4
4	HSMC 501	Humanities - II	3	0	0	3	5
Total Credits:						12	



OPEN ELECTIVES

Business Analytics

Course Code	
Course Name	Business Analytics
Credits	
Prerequisites	

Total Number of Lectures: 48

Course objective

1. Understand the role of business analytics within an organization.
2. Analyze data using statistical and data mining techniques and understand relationships between the underlying business processes of an organization.
3. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
4. To become familiar with processes needed to develop, report, and analyze business data.
5. Use decision-making tools/Operations research techniques.
6. Manage business process using analytical and management tools.
7. Analyze and solve problems from different industries such as manufacturing, service, retail, software, banking and finance, sports, pharmaceutical, aerospace etc.

LECTURE WITH BREAKUP	NO. OF LECTURES
Unit1: Business analytics: Overview of Business analytics, Scope of Business analytics, Business Analytics Process, Relationship of Business Analytics Process and organisation, competitive advantages of Business Analytics. Statistical Tools: Statistical Notation, Descriptive Statistical methods, Review of probability distribution and data modelling, sampling and estimation methods overview.	9
Unit 2: Trendiness and Regression Analysis: Modelling Relationships and Trends in Data, simple Linear Regression. Important Resources, Business Analytics Personnel, Data and models for Business analytics, problem solving, Visualizing and Exploring Data, Business Analytics Technology.	8



Unit 3: Organization Structures of Business analytics, Team management, Management Issues, Designing Information Policy, Outsourcing, Ensuring Data Quality, Measuring contribution of Business analytics, Managing Changes. Descriptive Analytics, predictive analytics, predicative Modelling, Predictive analytics analysis, Data Mining, Data Mining Methodologies, Prescriptive analytics and its step in the business analytics Process, Prescriptive Modelling, nonlinear Optimization.	9
Unit 4: Forecasting Techniques: Qualitative and Judgmental Forecasting, Statistical Forecasting Models, Forecasting Models for Stationary Time Series, Forecasting Models for Time Series with a Linear Trend, Forecasting Time Series with Seasonality, Regression Forecasting with Casual Variables, Selecting Appropriate Forecasting Models. Monte Carlo Simulation and Risk Analysis: Monte Carlo Simulation Using	10
Analytic Solver Platform, New-Product Development Model, Newsvendor Model, Overbooking Model, Cash Budget Model.	
Unit 5: Decision Analysis: Formulating Decision Problems, Decision Strategies with the without Outcome Probabilities, Decision Trees, The Value of Information, Utility and Decision Making.	8
Unit 6: Recent Trends in : Embedded and collaborative business intelligence, Visual data recovery, Data Storytelling and Data journalism..	4

COURSE OUTCOMES	
1.	Students will demonstrate knowledge of data analytics.
2.	Students will demonstrate the ability of think critically in making decisions based on data and deep analytics.
3.	Students will demonstrate the ability to use technical skills in predicative and prescriptive modeling to support business decision-making.
4.	Students will demonstrate the ability to translate data into clear, actionable insights.

Reference:

1. Business analytics Principles, Concepts, and Applications by Marc J. Schniederjans, Dara G.Schniederjans, Christopher M. Starkey, Pearson FT Press.
2. Business Analytics by James Evans, persons Education.



Semester IV (Second year) Curriculum
Branch/Course: Computer Science Engineering

Sl. No	Type of course	Code	Course Title	Hours per week			Credits
				Lecture	Tutorial	Practical	
1	Professional Core Courses	PCC-CS401	Discrete Mathematics	3	1	0	4
2	Engineering Science Course	PCC-CS402	Computer Organization & Architecture	3	0	4	5
3	Professional Core Courses	PCC-CS403	Operating Systems	3	0	4	5
4	Professional Core Courses	PCC-CS404	Design & Analysis of Algorithms	3	0	4	5
5	Humanities & Social Sciences including Management courses	HSMC 401	Management 1 (Organizational Behaviour/ Finance & Accounting)	3	0	0	3
6	Mandatory Courses	MC	Environmental Sciences	-	-	-	0
Total credits							22

Semester V (Third year) Curriculum
Branch/Course: Computer Science Engineering

Sl. No.	Type of course	Code	Course Title	Hours per week			Credits
				Lecture	Tutorial	Practical	
1	Engineering Science Course	ESC501	Signals & Systems	3	0	0	3
2	Professional Core Courses	PCC-CS501	Database Management Systems	3	0	4	5
3	Professional Core Courses	PCC-CS502	Formal Language & Automata Theory	3	0	0	3

To Vice Chancellor
(Through Dean Academics)
SBBSU
Khaila, Jalandhar.

Sub: For the approval of the expert for Board of Studies.

R/Sir,

University Institute of Commerce and Management (UICM) wish to conduct the Board of Studies (BOS) of Management on 30th July 2021. Kindly approve the expert from the following panel:

Sr. No.	Expert Name	Designation	Contact	Email
1	Dr. Bikramjit Singh Hundal	Professor, University Business School, GNDU, Amritsar.	98722-20765	bikramhundal@rediffmail.com
2	Dr. Harpreet Singh Chahal	Asso. Professor, Department of Business Management and Commerce, GNDU Regional Campus Gurdaspur.	98140-80835	chahal_hs@hotmail.com.
3	Dr. Harpreet kaur	Asso. Professor, Distance Edu Department, Punjabi University, Patiala.	98722-06426	harpreet.pbuniv@gmail.com.
4	Dr. Pooja ohri	Professor, Department of Management, PTU, Jalandhar.	98761-02549	mishrapooja@yahoo.com.
5	Dr. Navjit Singh	Asso. Professor, University School of Business, Chandigarh University.	98555-29321	navjit.e8550@cu mail.in

Thanking You.

Yours Sincerely

Dr. Seema Gang
Dean Institute
UICM
23/7/21

Ms. Indrapreet Kaur
COB Management
UICM
23/7/21

1-2 Expert may kindly be nominated for conducting BOS meeting of UICM on 30th July 2021. Honorarium and/or TA/DA may kindly be considered as per the rules and regulations of SBBSU, please. forwarded to Hon'ble VC sir, please. Also Online meeting be conducted with Dr Hundal. Serial No. 1 and Dr Harpreet Kaur. Serial No. 3 be called. (20) 23/7/21

SANT BABA BHAG SINGH UNIVERSITY
UNIVERSITY INSTITUTE OF COMMERCE AND MANAGEMENT
Department of Management

Ref no: SBBSU/UICM/MGT/237

16-07-2021

Minutes of Meeting

Meeting on Curriculum design and development of UG and PG courses of the department was held in room no 107, Block no 7 in which following members were present:

Sl. No	Name	Subject	Designation	Institute	Position
1	Dr. Seema Garg	Law	Dean, UICM	UIL	Chairperson
2	Ms. Indrapreet Kaur	Management	Assistant Professor	UICM	Coordinator
3	Dr. Romandeep Chahal	Management	Professor	UICM	Member
4	Dr. Sandeep Randhawa	Management	Associate Professor	UICM	Member
5	Dr. Varinderjeet Singh	Management	Assistant professor	UICM	Member

After the feedback analysis of various stakeholders and discussions of the members following points were discussed and put forward for the approval in BOS:

1. All courses are made to fulfil the requirements of competitive exams.
 2. For the updated and appropriate reference materials, semester wise new requirements are given in the library.
- More practical and self learning is imparted through research oriented mini projects and assignments.
- All elective courses in UG and PG are made in relation to the technological advancements.
- All courses are designed as per the need based of the stakeholder.
- Discussion and approval of introduction new stream of specialization MBA in Agri business.
- Keeping in view the technicality of the subjects and admission concerns, committee has given the recommendations to swap the courses to give the comfortable zone in adopting the BBA and MBA programmes to the students of all streams. These swappings are as follow:
- For UG (Bachelor of Business Administration)

Comparative Schemes of 2020 and 2021

Scheme 2020			Proposed Scheme 2021		
Sr No	Subject Code	Subject Name	Sr No	Subject Code	Subject Name
Semester 1 st			Semester 1st		
	MGT101	Business Studies	1	MGT101	Business Studies
	MGT103	Principles of Economics	2	MGT103	Principles of Economics
	COM105	Book Keeping and Basic Accounting	3	MGT105	Essentials of Management
4	ENG121	Communication Skills-I (Theory)	4	ENG121	Communication Skills-I (Theory)
Semester 2 nd			Semester 2nd		
1	MGT102	Essentials of Management	1	MGT102	Office Organization and Management
2	MGT104	Basics of Indian Economy	2	MGT104	Basics of Indian Economy
3	COM106	Basics of Corporate Accounting	3	MGT106	Basics of Company Law
4	ENG114	Communication Skills-II (Theory)	4	ENG114	Communication Skills-II (Theory)
Semester 3 rd			Semester 3rd		
1	MGT201	Organization Behavior	1	MGT201	Organization Behavior
2	MGT203	Office Organizations and Management	2	MGT203	Business Environment
3	MGT205	Human Resource Management	3	MGT205	Human Resource Management
4	COM209	Cost and Management Accounting	4	MGT207	Basics of Financial and Management Accounting
5	EVS101	Environmental Science	5	EVS101	Environmental Science
Semester 4 th			Semester 4th		

1	MGT202	Optimization Techniques for Managers	1	MGT202	Introduction to Research Methodology
2	MGT204	Industrial and Labor Law	2	MGT204	Applied Statistics in Business
3	MGT206	Macro Economics	3	MGT206	Macro Economics
4	MGT208	Introduction to Marketing	4	MGT208	Introduction to Marketing
Semester 5 th			Semester 5 th		
1	MGT301	Financial Management	1	MGT301	Financial Management
2	MGT303	Foreign Trade	2	MGT303	Optimization Techniques for Managers
Semester 6 th			Semester 6 th		
1	MGT302	Strategic Management	1	MGT302	Strategic Management
2	MGT304	Commercial Law	2	MGT304	Commercial Law

Changes made with remarks:

Sr no	Subject Code	Subject Name	Remarks
1	COM 105	Book Keeping and Basic Accounting	This subject is shifted to BBA 3 rd sem from BBA 1 st sem with changed contents, code and name.
2	MGT105	Essentials of Management	This subject is shifted to BBA 1 st sem from BBA 2 nd sem with changed code.
3	MGT102	Office Organization and Management	This subject is shifted from BBA 3 rd sem to BBA 2 nd sem with changed code.
4	COM 106	Basics of Corporate Accounting	This subject is replaced with changed name, code and contents. Now the subject is MGT106 Basics of Company Law
5	MGT203	Office Organizations and Management	This subject is shifted in BBA 2 nd sem and a new subject is introduced in BBA 3 rd sem as: MGT203 Business Environment
6	MGT202	Introduction to research Methodology	This new course is added to make the curriculum more research oriented and

			practical.
7	MGT204	Applied Statistics in Business	This subject is replaced with Foreign Trade from AEEC pool.
8	MGT303	Optimization Techniques for Managers	This subject is shifted from BBA4th sem to BBA5th sem with changed code .

For PG (Master of Business Administration):

Scheme 2020			Proposed Scheme 2021		
Sr No	Subject Code	Subject Name	Sr No	Subject Code	Subject Name
Semester 1 st			Semester 1 st		
	MGT501	Principles & Practices of Management		MGT501	Principles & Practices of Management
	MGT503	Organization Behavior		MGT503	Organization Behavior
	MGT505	Economic Analysis		MGT505	Economic Analysis
	MGT507	Accounting for Managers		MGT507	Accounting for Managers
	MGT509	Managerial Quantitative Techniques		MGT509	Marketing Management
Semester 2 nd			Semester 2 nd		
	MGT502	Business Environment in Indian Scenario		MGT502	Business Environment in Indian Scenario
	MGT504	Marketing Management		MGT504	Managerial Quantitative Techniques
	MGT506	Financial Management		MGT506	Financial Management
	MGT508	Business Research Methodology		MGT508	Business Research Methodology
	MGT510	Advanced Human		MGT510	Advanced Human

		Resource Management			Resource Management
Semester 3 rd			Semester 3 rd		
	MGT601	Optimization Techniques for Managers		MGT601	Optimization Techniques for Managers
	MGT603	Project Management		MGT603	Project Management
Semester 4 th			Semester 4 th		
	MGT602	Strategic Management & Business Policy		MGT602	Strategic Management & Business Policy
	MGT604	Corporate Law		MGT604	Corporate Law
	MGT606	Workshop on Entrepreneurship		MGT606	Intellectual Property Rights

Changes made with remarks:

Sr. No.	Subject Code	Subject Name	Remarks
1	MGT509	Managerial Quantitative Techniques	This subject is shifted in 2 nd semester from 1 st semester.
2	MGT504	Marketing Management	This subject is shifted in 1 st semester from 2 nd semester
3	MGT606	Workshop on Entrepreneurship	This subject is replaced with MGT606 Intellectual Property Rights. IPR is added to fulfil the requirement of Curriculum Audit. The syllabus of Workshop on Entrepreneurship is merged with Basics of Entrepreneurship in foundation course.

This matter will be put forwarded in BOS for approval.

Ms. Jyoti Kaur

Coordinator

Department of Management

Dr. Seema Garg

Dean Institute

UICM



Name of the Department : Management

ACTION TAKEN REPORT ON FEEDBACK ANALYSIS OF STAKEHOLDERS (Academic Year 2021-2022)

The University takes feedback on curriculum aspects and courses from different stakeholders such as students, teacher, alumni and employers. After the feedback analysis and valuable suggestions given by the respective stakeholders were considered and necessary actions were executed as given in the below table.

Points that required action to be taken / Suggestions by Various Stakeholders

Student Feedback	Action taken	Teacher Feedback	Action Taken	Employer Feedback	Action Taken	Alumni Feedback	Action Taken
The courses should be as per the current needs of society.	Graduation and post-graduation courses are made as per the current needs of society.	The books prescribed/listed as reference materials are relevant, updated and appropriate.	New requirements are given for the relevant and updated material	No feedback is given	nil	The books prescribed/listed as reference materials are relevant, updated and appropriate.	New requirements are given for the relevant and updated material
The courses as per the	More practical learning are imparted through	The coverage of course contents is as per the	100% topics coverage are for competitive exams			Curriculum and syllabus is	More flexible course

Sant Baba Bhag Singh



Village: Khiala: PO: Padbhiana. Distt: Jalandhar 144030

Phone: 0181-2741155

practicability and imparting employable skills.	mini projects and case studies.	competitive exams.	need based.	designed according to the need based.	contents has introduced

Name & Signature of CoD/HoD/Dean of Institute