



MINUTES

OF THE

SCHOOL BOARD MEETING

OF

SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT

MAULANA AZAD NATIONAL URDU UNIVERSITY

Gachibowli, Hyderabad

Held on
1ST September, 2021 (03:00 P.M.)

(Online /Offline Mode)

مولانا آزاد نیشنل اردو یونیورسٹی
مؤلانا آزاڈ نیشنل اردو یونیورسٹی

MAULANA AZAD NATIONAL URDU UNIVERSITY

(A Central University established by an Act of Parliament in 1998)

(Accredited "A" Grade by NAAC)

Gachibowli, Hyderabad 500 032



**MINUTES OF THE MEETING OF THE SCHOOL BOARD MEETING OF
THE SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT HELD
ON 1ST SEPTEMBER, 2021 AT 03:00 PM (offline/online via video conference)**

Present:

<i>Department of Management & Commerce, SCBM, MANUU</i>	<i>Nominees and External Members</i>
<ul style="list-style-type: none">• Prof. Saneem Fatima, Dean, SCBM (Chair).• Prof. M. Razaulla Khan Head, DMC.• Prof. Badiuddin Ahmed.• Prof. M. A. Azeem.• Dr M. A. Sikandar, Associate Professor.• Dr. S. Kamruddin Asistant Professor.	<ul style="list-style-type: none">• Prof. Furqan Qamar, Centre for Management Studies, JMI, New Delhi.• Prof. S.M. Immamul Haque, Aligarh Muslim University.• Prof. Aisha M.Sheriff, University of Mysore.• Prof. Ehtesham Ahmad Khan, Dean, Mass Communication & Journalism, MANUU.• <u>Special Invitees from Industry:</u>• Mr. Praveen Kumar, Director of Product Management, Microsoft.• Mr. Bhaskara Sharma, Director, Enable Employability Excellence, Hyderabad.

Prof. Abdul Wahid, Dean, School of Technology, MANUU could not attend the meeting due to preoccupation.

At the outset Prof. Saneem Fatima, Dean, School of Commerce and Business Management welcomed the members and introduced the two new members namely Prof. S.M. Immamul Haque, AMU and Prof. Aisha M. Sheriff, University of Mysore to the other members.

The Board also acknowledged the contribution of two outgoing members namely Prof. V. Sita, School of Management Studies, University of Hyderabad and Prof. A. Sudhakar, Department of Commerce, BRAOU, Hyderabad.

Thereafter the Agenda items were taken up for discussions.

Item No. 1: Report of the School.

Dean, SCBM briefed the members about various academic and research activities undertaken by the School since last meeting of the School Board.

Item No.2: Confirmation of Minutes of previous Meeting of School Board.

2.1. The Board *considered and confirmed* the Minutes of the regular Meeting of the School Board held on 04.11.2020.

Item No.3: Reporting Items:

3.1. Appointment of new External Members in the School Board.

The Board *noted* the nomination of the following two external Members to the School Board by the Vice Chancellor for a period of three years w.e.f. 3.2.2021 vide Order No. MANUU/Acad./F.C1/2020-21/207 dated 3.2.2021:

(i) Prof. S.M. Imamul Haque,
Aligarh Muslim University

(ii) Prof. Aisha M.Sheriff,
University of Mysore

3.2.(i) Extension of appointment of Dean, SCBM.

The Board *noted* the extension of appointment of Prof. Saneem Fatima as Dean, School of Commerce and Business Management by the Vice Chancellor for a further period of one year w.e.f. 20.6.2021 vide Orders No.MANUU/ER.I (B)/F.19/2019/98(A) dated 11.6.2021.

3.2.(ii) Extension of appointment of Head of the Department.

The Board *noted* the extension of the appointment of Prof. M. Razaulla Khan as Head, Department of Management and Commerce by the Vice Chancellor for two years w.e.f. 19.06.2021 vide Orders No.MANUU/ER.I (B)/F.20/2021/146 dated 22.6.2021.

3.3 Engagement of Guest Faculty/Assistant Professors (on Contractual basis).

The Board noted the engagement of the following Guest Faculty/Assistant Professors on contractual basis at the Department of Management & Commerce, SCBM :-

- (i) Mr. Syed Muzammil Qadri, Guest Faculty (Re-engagement)
- (ii) Mr. Mohd. Athar A., Assistant Professor w.e.f. 8.4.2021 (Fresh)
- (iii) Dr. Khateeb Ur Rab, Assistant Professor w.e.f. 09.04.2021 (Fresh)
- (iv) Dr. Syed Noorul Shajar, Assistant Professor w.e.f. 09.04.2021 (Fresh)

3.4 PhD Thesis Submission.

The Board *noted* the details of research scholars who have successfully submitted their Ph.D. Thesis since last Meeting of the School Board in the academic year 2020 -21: -

S.No.	Name of the Scholar	Date of Registration	Date of submission	Research Topic	Research Supervisor
1.	Mrs. Shahana Jabeen	21.07.2017	31.05.2021	Financial Performance of select Public and Private Sector Banks- with reference to Lending Operations.	Dr. Syed Khaja Safiuddin, Asstt. Professor
2.	Mr. Saidalavi K	21.07.2017	10.08.2021	The Impact of Authentic Leadership on Sales Performance: A study of select Foreign Banks in India.	Prof. M A Azeem

Item No.4: Matters arising out of the Meetings of Board of Studies Meeting since last Meeting of the School Board.

4.1. The Board considered and approved the Minutes of Board of Studies Meeting of the Department of Management and Commerce held on 23.01.2021 (Emergent) and 25.08.2021.

4.2. Approval of new syllabus for MBA (Semester-III & IV) for 2020-22 batch onwards:

The Board considered and approved the detailed syllabus for MBA III & IV as per the following structure, applicable for 2020-21 batch as recommended by the Board of Studies Meeting of the Department of Management and Commerce in its last meeting held on 25.08.2021 in conformity with the broad guidelines issued by the AICTE:-

SEMESTER – III							
1	MMBA301CCT	Operations and Supply Chain Management	CC	3	30	70	100
2	MMBA302CCT	E. Commerce and Digital Marketing	CC	3	30	70	100
3	PGCS303CCT	Corporate Social Responsibility and Business Ethics	CC	3	30	70	100
ELECTIVES							
SUBJECT CORE (SC) COURSES		SPECIALIZATION					
4	MMBA-DST	MARKETING MANAGEMENT Consumer Behaviour	DSE	4	30	70	100
5	MMBA-DST	FINANCIAL MANAGEMENT International Finance	DSE		30	70	100
6	MMBA-DST	HUMAN RESOURCE MANAGEMENT International Human Resource Management	DSE		30	70	100
SUBJECT ELECTIVE (SE) COURSES		SPECIALIZATION					
7	MMBA-DST	MARKETING MANAGEMENT International Marketing Sales and Advertisement Management	DSE		30	70	100

8	MMBA-DST	FINANCIAL MANAGEMENT Corporate Finance Behavioural Finance	DSE	2 x 4= 8	30	70	100
9	MMBA-DST	HUMAN RESOURCE MANAGEMENT Employee Relations and Labour Legislations Talent Management	DSE		30	70	100
10.	MMBA-AET	BUSINESS APPLICATION OF EXCEL	AET	2	50	NA	50
11	MMBA-SET	PROFESSIONAL SKILL DEVELOPMENT-I (NON-CGPA)	SET	2	50	NA	50
				9+4 + 8+2+2 = 25			700
SEMESTER- IV							
1	MMBA-CCT	Entrepreneurship Development	CC	3	30	70	100
2	MMBA-CCT	Strategic Management (SM)	CC	3	30	70	100
3	MMBA-CCT	Innovation Management	CC	3	30	70	100
ELECTIVES							
SUBJECT CORE (SC) COURSES		SPECIALIZAITON					
4	MMBA-DST	Marketing Management Retail Management	DSE	4	30	70	100
5	MMBA-DST	FINANCIAL MANAGEMENT Investment Analysis and Portfolio Management	DSE		30	70	100
6	MMBA-DST	HUMAN RESOURCE MANAGEMENT Performance Management Systems	DSE		30	70	100
SUBJECT ELECTIVE (SE) COURSES		SPECIALIZAITON					
7	MMBA-DST	Marketing Management Services Marketing Rural & Green Marketing	DSE	2 x 4 = 8	30	70	100
8	MMBA-DST	FINANCIAL MANAGEMENT Taxation Financial Derivatives	DSE		30	70	100
9	MMBA-DST	HUMAN RESOURCE MANAGEMENT Organizational Change and Development Human Resource Development	DSE		30	70	100
10	MMBA-SET	PROFESSIONAL SKILL DEVELOPMENT-II (NON-CGPA)	SET	2	50		50
11		INTERNSHIP AND PROJECT	CC	6	50		50
		PROJECT VIVA VOCE	CC		50		50
				9+ 4 + 8 + 6+2 = 29			800
Total Credits:							
Credits per Semester	Semester I: 26	Semester II: 26	Semester III: 25	Semester IV: 29	Total: 106		
Credits per Course	Core Courses: 54	Elective Courses: 42	+NCGPA-04	Internship and Project: 6	Total: 106		

+ Now added. Please refer footnote.

AEC : Ability Enhancement Course
CC : Core Course
DSE : Discipline Specific Elective-
E : External
GE : Generic Elective
I : Internal
SEC : Skill Enhancement Course
NCGPA : NON-CGPA

Note: It is proposed to introduce two Non-CGPA courses in MBA semester-III & IV as under as recommended by the BOS, Department of Management & Commerce in its Meeting held on 25.8.2021 and the same is being placed to the School Board through a separate Agenda (item No.4.3) for approval. The total credit shall stand at 106 instead of 102.

- (i) Professional Skills Development-I (2 credits) – Semester-III
- (ii) Professional Skills Development-II (2 credits) – Semester-IV

The members suggested to invite the Professionals/ Persons from Industry/ Corporate to teach the Professional Skill Development courses. This will provide students the practical skills required at Profession/Industry.

The Board **resolved** to recommend the detailed syllabus as recommended by the Board of Studies, Department of Management and Commerce for the approval of the Academic Council (**Annexure-I**).

One of the members suggested that the School may constitute a suitable committee with expert members from other institutions to make a plan of action regarding implementation of MOOCs in the context of NEP 2020 recommendations for the programmes under the School. Members were in agreement with the above suggestion.

4.3. Minor updation /corrections in the approved syllabus for MBA, Semester-I & II.

The Board considered and **resolved to recommend** the minor updation /correction in the Ist & IInd Semester of MBA Syllabus for the approval of the Academic Council (**Annexure-II**)

4.4. Introduction of two Non-CGPA Courses in MBA (Semester-III & IV)

The Board considered and **resolved to recommend** the following two new Non-CGPA courses in MBA programme to be introduced from 2020-2022 batch onwards with minor modifications, as suggested by the members as in the attached syllabus at **Annexure-III** to the Academic Council for its approval:

- (i) Professional Skills Development-I (2 credits) – Semester-III
- (ii) Professional Skills Development-II (2 credits) – Semester-IV

The meeting ended with vote of thanks to the chair.

(Prof. Saneem Fatima)
Dean, School of Commerce and
Business Management