



**MINUTES OF THE SCHOOL BOARD MEETING OF THE SCHOOL OF  
COMMERCE AND BUSINESS MANAGEMENT HELD ON 28<sup>th</sup> JULY, 2022  
AT 03:00 PM (OFFLINE /ONLINE VIA VIDEO CONFERENCE)**

**Present:**

<b>Department of Management &amp; Commerce, SCBM, MANUU</b>	<b>Nominees and External Members</b>
<ul style="list-style-type: none"><li>• Prof. Badiuddin Ahmed Dean, SCBM (Chair).</li><li>• Prof. M. Razaulla Khan Head, DMC.</li><li>• Prof. M. A. Azeem.</li><li>• Prof. Saneem Fatima</li><li>• Dr M. A. Sikandar, Associate Professor.</li><li>• Dr. S. Kamruddin Asistant Professor.</li></ul>	<ul style="list-style-type: none"><li>• Prof. S.M. Immamul Haque, Aligarh Muslim University.</li><li>• Prof. Aisha M.Sheriff, University of Mysore.</li><li>• Prof. P. Jyothi, Former Dean, School of Management Studies, UoH, Hyderabad.</li><li>• Prof. Abdul Wahid, Dean, School of Technology, MANUU.</li><li>• Prof. Ehtesham Ahmad Khan, Dean, Mass Communication &amp; Journalism, MANUU.</li></ul>

At the outset Prof. Badiuddin Ahmed, Dean, School of Commerce and Business Management welcomed the members and introduced the new member namely Prof. P. Jyothi, Former Dean, School of Management Studies, University of Hyderabad to the other members.

The Board also acknowledged the contribution of outgoing members namely Prof. Furqan Qamar, Centre for Management Studies, JMI, New Delhi.

Thereafter the Agenda items were taken up for discussions.

**Item No.1: Confirmation of Minutes of previous Meeting of School Board**

The Board *considered* and *confirmed* the Minutes of the regular Meeting of the School Board held on 01.09.2021 and emergent meeting held on 23.11.2021.

**Item No. 2: Reporting Items:**

**2.1. Appointment of Prof. Badiuddin Ahmad, DMC as Dean, SCBM.**

The Board *noted* the appointment of Prof. Badiuddin Ahmed, Dept. of Management and Commerce as Dean, School of Commerce & Business Management by the Vice Chancellor for a further period of two years w.e.f. 20.06.2022 vide Orders No.MANUU/ER.I (B)/F.19/2022-23/322 dated 17.06.2022.

## 2.2. Appointment of new External Members in the School Board.

The Board *noted* the nomination of the following external Member to the School Board by the Vice Chancellor for a period of two years w.e.f. 31.05.2022 vide Order No. MANUU/Acad./F.C1/2022-23/36 dated 31.05.2022.

**Prof. P. Jyothi,**

Former Dean, School of Management Studies, University of Hyderabad.

## 2.3. Promotion of Dr. Khaja Safiuddin from Asst. Professor to Associate Professor.

The Board *noted* the Promotion /upgradation of Dr. Khaja Safiuddin from Assistant Professor to Associate Professor under CAS w.e.f. 24.11.2019.

## 2.4. Extension of AICTE approval for MBA programme from the academic year 2022-23.

The Board *noted* the approval granted by the AICTE for two-year full time MBA programme vide approval letter No. F.No. South-Central//1-10968922444/2022/EOA dated 02<sup>nd</sup> June 2022 for a period of two academic year 2022-23 with an intake capacity of 120 students.

## 2.5. Ph.D. Awarded to the Scholars.

The Board *noted* the details of research scholars who have awarded their Ph.D degrees since last Meeting of the School Board : -

S.No.	Name of the Scholar	Date of Award	Research Topic	Research Supervisor
1.	Mrs. Shahana Jabeen	25.11.2021	Financial Performance of select Public and Private Sector Banks- with reference to Lending Operations	Dr. S.K.Saifuddin
2.	Mr. Saidalavi K	03.01.2022	The Impact of Authentic Leadership on Sales Performance: A study of select Foreign Banks in India	Prof. M A Azeem
3.	Mrs. Asma Sultana	01.03.2022	Customers' Perception Towards Cashless Economy- A Study of Payments Banks	Dr Shaik Kamaruddin
4.	Ms. Yasmeen Sultana	23.06.2022	Lease Financing in India - A Study of Select Leasing Companies	Prof. Baiduddin Ahmed
5.	Mr. Attaullah Niazi	28.06.2022	Financial Performance Evaluation of Power Sector in India - A Case Study of J&K State power Development Corporation Limited	Prof. N.I. Mulla
6.	Mrs. Mehdi Bano	04.07.2022	Venture Capital Financing in India-A Study of Select Companies	Prof. N.I. Mulla
7.	Mr. Marzooq Abdo Nasser Shagera	11.07.2022	Impact of Business Intelligence on Human Resource Functions- A Study of IT Companies	Prof. Saneem Fatima

**Agenda No.3: Matters arising out of the Meetings of Board of Studies Meeting since last Meeting of the School Board.**

3.1. The Board *considered* and *approved* the Minutes of Board of Studies Meeting of the Department of Management and Commerce held on 20.07.2022.

**3.2. Introduction of Optional Papers for Ph.D. Course:**

The Board *considered* and *approved* the recommendation of BoS for the Introduction of Optional Papers for Ph.D. course work.

S.No.	Area of Research	Course Title	Course code
<b>Ph.D (Management)</b>			
01.	HRM and General Management	Project Management	PHMB117DST
02.		Corporate Governance & Business Ethics	PHMB118DST
03.		Public Policy & Governance	PHMB119DST
04.	Marketing Management	Entrepreneurship	PHMB127DST
05.		Supply Chain Management	PHMB128DST
		Customer Relationship Management	PHMB129DST
06.	Financial Management	Cost Management Accounting	PHMB136DST
<b>Ph.D (Commerce)</b>			
07.	Commerce	e-Commerce and Digital Support System	PHCM104DST
08.		Taxation	PHCM105DST

**3.3. Minor Correction in Structure of MBA Syllabus in Credits.**

The Board considered and approved the Minor correction in calculation of MBA Syllabus (as per the AICTE) in Credits.

Sl. No.	Course Code	Course/Subject	Structure Code	No. of Credits per Course	Marks		Total Marks	
					I	E		
<b>SEMESTER – I</b>								
1.	PGCS101GET	Information Technology for Business	GE	2	15	35	50	
2.	PGCS150GEP	Information Technology for Business Lab	GE	2	15	35	50	
3.	MMBA121CCT	Management Theory	CC	3	30	70	100	
4.	MMBA122CCT	Managerial Economics	CC	3	30	70	100	
5.	MMBA123CCT	Business Analytics & Statistics	CC	3	30	70	100	
6.	MMBA124CCT	Organizational Behaviour	CC	3	30	70	100	
7.	MMBA125CCT	Marketing Management	CC	3	30	70	100	
8.	MMBA126CCT	Financial Reporting and Analysis	CC	3	30	70	100	
9.	MMBA121SET	Life Skills	SEF	2	50	NA	50	
10.	MMBA121AET	Enterprise Analysis	AET	2	50	NA	50	
<b>SEMESTER – II</b>								
1.	MMBA221CCT	Human Resource Management	CC	3	30	70	100	
2.	MMBA222CCT	Business Communication	CC	3	30	70	100	
3.	MMBA223CCT	Financial Management and Planning	CC	3	30	70	100	
4.	MMBA224CCT	Indian Economy and Business Environment	CC	3	30	70	100	

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5.	MMBA225CCT	Legal Aspects of Business	CC	3	30	70	100
6.	MMBA226CCT	Business Research Methods	CC	3	30	70	100
7.	PGCS201GET	Database Management System	GE	2	15	35	50
8.	MMBA221AET	Industrial Analysis	AET	2	50	-	50
9.	MMBA221SET	Mentoring and Coaching Skills	SET	2	50	-	50
10.	PGCS250GEP	Database Management System Lab	GE	2	50	-	50

### SEMESTER – III

1.	MMBA303CCT	Operations and Supply Chain Management	CC	3	30	70	100
2.	MMBA304CCT	E-Commerce and Digital Marketing	CC	3	30	70	100
3.	MMBA305CCT	Corporate Social Responsibility and Business Ethics	CC	3	30	70	100

### SPECIALIZATION (Subject Core Courses)

4.	MMBA323DST	Marketing Management Consumer Behaviour	DSE	4	30	70	100
5.	MMBA333DST	Financial Management International Finance	DSE		30	70	100
6.	MMBA313DST	Human Resource Management International Human Resource Management	DSE		30	70	100

### SPECIALIZATION (Subject Elective Courses)

7.	MMBA314DST MMBA315DST	Human Resource Management 1) Employee Relations and Labour Legislation 2) Talent Management	DSE	2 x 4=8	30	70	100
8.	MMBA324DST MMBA325DST	Marketing Management 1) International Marketing 2) Sales and Advertisement Management	DSE		30	70	100
9.	MMBA334DST MMBA335DST	Financial Management 1) Corporate Finance 2) Behavioural Finance	DSE		30	70	100
10.	MMBA302AET	Business Application of Excel	AET	2	50	-	50
11.	MMBA301SET	Professional Skill Development-I	SET	2	50	-	50

### SEMESTER – IV

1.	MMBA404CCT	Entrepreneurship Development	CC	3	30	70	100
2.	MMBA405CCT	Strategic Management	CC	3	30	70	100
3.	MMBA406CCT	Innovation Management	CC	3	30	70	100

### SPECIALIZATION (Subject Core Courses)

4.	MMBA413DST	Marketing Management Retail Management	DSE	4	30	70	100
5.	MMBA423DST	Financial Management Investment Analysis and Portfolio Management	DSE		30	70	100
6.	MMBA433DST	Human Resource Management Performance Management Systems	DSE		30	70	100

### SPECIALIZATION (Subject Elective Courses)

7.	MMBA414DST MMBA415DST	Marketing Management 1) Services Marketing 2) Rural & Green Marketing	DSE	2 x 4=8	30	70	100
8.	MMBA424DST MMBA425DST	Financial Management 1) Taxation 2) Financial Derivatives	DSE		30	70	100
9.	MMBA434DST MMBA435DST	Human Resource Management 1) Organizational Change and Development 2) Human Resource Development	DSE		30	70	100
10.	MMBA401SET	Professional Skill Development-II	SET	2	50	-	50
11.	MMBA450CCP	Internship and Project	CC	6	50	50	100
12.	MMBA451CCP	Project Viva Voce	CC		50	-	50

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
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					

### 3.4. Recommendation of Dr. Saidalvi K., Assistant Professor as Research Guide.

The Board *considered* and *approved* the recommendation of Dr. Saidalvi K., Assistant Professor as Research Guide.

The meeting ended with vote of thanks to the chair.



( Prof. Badiuddin Ahmed )  
 Dean, School of Commerce and  
 Business Management  
 MANUU, Hyderabad  
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