



1.1 Curriculum Design and Development

1.1.2 MBA – Board of Studies

2nd April 2022

Department of Management Studies



ST. JOSEPH'S INSTITUTE OF MANAGEMENT (JIM)
A Jesuit Business School
St. Joseph's College (Autonomous), Tiruchirappalli 620 002

Board of Studies Meeting 02 April 2022 | 9:30 am | Board Room

Agenda

1. Prayer
2. Welcome and Dynamics - Fr. Director
3. Course Structure - Dean-Academics
4. Syllabus Review and Recommendations by External Experts
5. Vote of Thanks – Dean-Students

The Board of Studies (BoS) meeting commenced at 9.30 am in the Xavier Board room, on 2nd April 2022. The session began with a prayer song followed by which, Rev. Dr. P Paulraj SJ, Director, JIM welcomed the members of the Board of Studies and introduced the Academic Experts, he also briefed about the dynamics of the meeting. He especially thanked the faculty for their sincere efforts in framing the new syllabus and course structure for academic year 2022 – 2023. JIM Faculty and Rev. Fr. I Antony Inico SJ, Administrator were present for the meeting.

The External Members present were:

- 1) Dr. R. Subramanian
Professor, BIM, Tiruchirappalli
 - 2) Dr. P. Mariappan
Associate Professor, Bishop Heber College, Tiruchirappalli
- The Director then explained the rationale behind the new syllabus, and the strategies incorporated for the finalization of the course structure. He appreciated the feedback

of the advisory committee that enabled this successful completion of the draft of the new syllabus.

- He stated that this BoS meeting would focus on the content improvisation and called in for suggestions, inputs and additions from the members of the Board of Studies
- Dean-Academics Dr. P. Jega Patrick then presented the course structure of the entire two years MBA program and purpose behind the reduction of credits from 120 in the previous structure to 108. Since it was felt that students should get into the depth of the course.
- A new specialization – Operations and Supply Chain Management is proposed to be offered
- Then the course syllabus of each paper was presented by the respective faculty who redesigned the course to meet the needs and demands of the Industry and society at present.

With significant changes happening in industry due to a variety of factors ranging from covid to digitization of business to geopolitics, JIM knew its responsibility of reconstructing its syllabus. The objective was to reframe the syllabus keeping in mind with the employment opportunities on one hand and the holistic development of our students on the other. An academic advisory committee was put in place for the first time in JIM to study our past syllabi, the teaching-learning process, the key takeaways for the students and how it engineered for placements and entrepreneurial vocation. Simultaneously, our faculty and two external experts (Board of Studies) worked as a team for the past two months, examined the syllabi/contents, teaching - learning process and how it led to holistic growth of the students on all parameters.

Based on a through discussion of the two – Academic Advisory Committee and Board of Studies, we have evolved the following course structure which is found below.

Core courses

1. All core courses in the first year and second year carrying 3 credits are mandatory including Shepherd, Business Communication (Workshop) and Outbound training. Grade Certificates will be given for the non-credit courses based on the merit of the students. Grades will be highly satisfactory, satisfactory and not satisfactory. Students who are found not satisfactory in any non-credit course will have to repeat the non-credit course in the following semester.

Specialization courses

1. The students will have to specialize in two (dual) functional areas of their choice, in the second year.

2. Students will take 3 courses of 3 credits and 1 course of 1.5 credits from the two functional (specialization) areas. Thus, in the third semester and fourth semester, a student will have to earn 21 credits in each semester totalling 42 credits in the specialization area.

JIM Syllabus 2022 – 2024 2

3. Any course in the specialization area will be offered only when there is a minimum of 25 students enrolled.

Others

1. Summer Internship Placement

Students have to undergo eight (8) week internship (SIP) with a company of repute during the time period fixed by the institute. Failure to do complete the SIP will entail

him/her to do the following year. SIP carries a weightage of 5 credits.

2. Project and Dissertation

Students will have to do a project in their interested areas during the days fixed by the institute during the fourth semester.

3. Comprehensive Viva-Voce.

During the end of the fourth semester, the students will attend a viva -voce and be tested on the core areas of management and emerging trends. Comprehensive Viva Voce carries a weightage of 2 credits.

For successful completion of MBA programme at JIM, a student should have to earn 108 credits as given below

1. Core courses – Semester 1 - 24 credits

Semester 2 - 24 credits

Semester 3 - 6 credits

2. Specialization – Semester 3 - 21 credits

Semester 4 - 21 credits

3. Summer Internship Placement - 5 credits

4. Project cum dissertation - 5 credits

5. Comprehensive Viva -Voce - 2 credits

Total 108 credits

The following are the new courses included in the fourth coming academic year

	Semester - I	
Old Syllabus Course Code – Course Name	Review and Changes	New Syllabus Course Code – Course Name
20PBA1101 - Fundamentals of Business Organizations	This course has been reorganised and renamed. The role of government, nature of businesses and impact on Society has been included.	22PBA1101- Business, Government & Society
20PBA1104 Accounting for Managers	This course is reviewed and renamed in to new one	22PBA1103 - Financial Statement Analysis
20PBA2114 - Organisational Behaviour	This course which was offered in II Semester is now shifted to the I Semester	

20PBA1107 - IT Skills for Managers	This course has been reworked and renamed with the focus on Excel.	2PBA1107 - Spreadsheet for Managers
	This course which was offered in II Semester is now shifted to I Semester with Introduction of basics of Business Analytics.	22PBA1108 - Introduction to Business Analytics
20PBA1106 - Personal Growth Lab	This course is no longer offered for credits. It is given in the form of intensive workshop at the beginning of the academic year	
Semester - II		
20PBA1108 Legal Aspects of Business 20PBA4126 Business Ethics	This course has been combined with Business Ethics course, renamed and offered in the II Semester	22PBA2116 Corporate Ethics and Legal Aspects of Business
20PBA1109 Creativity & Innovation for Business 20PBA2118 Entrepreneurship	This course has been combined with Entrepreneurship and offered in the II Semester. This paper offered as Entrepreneurship and Project Planning in the III semester is brought in here, and renamed	22PBA2116 Innovation and Entrepreneurship
20PBA2117 Production & Operations Management	This course has been reworked and renamed	22PBA2113 Operations and Decision Making
	This is the new course r to be offered in the II semester which includes inputs on statistical implication in the decision-making process	22PBA2114 Business Statistics
20PBA2116 Research Methodology	This course is now renamed and offered in III semester instead of II semester that will help the students to best projects	22PBA2116 Business Research

20PBA2120 Business Communication – II	This course is no longer offered for credits. It is given in the form of intensive workshop.	
	The course strategy management has been reworked and renamed which includes global scenario as well	Global Strategy
Specialization		
Removed from old syllabus	Description	Adding new course into new syllabus
20PBA3101- Management of Financial Services 20PBA3103 Management of Banking	The course management of financial services and management of banking combined together and introduced new course named Banking and financial services.	22PBA3103 Banking & Financial Services
20PBA3105-Wealth Management	This is course has been removed	
	This course has been shifted from IV semester to III semester	22PBA3104 Accounting Analytics
20PBA4101- Derivatives Management	This course split into two courses	22PBA3102 Derivatives Management – I 22PBA4102 Derivatives Management – II
20PBA3104 -Financial Modelling using Spreadsheets	This course split into two courses	22PBA3105 Financial Modelling using Spreadsheet – I 22PBA4103 Financial Modelling using Spreadsheet – II
	This course introduced newly.	22PBA4105 Personal Finance
20PBA3207 Brand Management	This course introduced newly.	22PBA3201 Product and Brand Management

20PBA4203 Digital Marketing 20PBA4207 Mobile Marketing 20PBA4208 E-Mail Marketing	This course has been shifted from IV semester to III semester. The Digital marketing course has been reworked and combined with mobile marketing and Email marketing,	22PBA3203 Digital Marketing
20PBA3204 Marketing Research	This course renamed from marketing research to marketing analytics	22PBA4203 Marketing Analytics
	This course newly introduced	22PBA3205 Marketing of Financial Products & Services
	This course is introduced	22PBA3206 Influencer Marketing
	This course is introduced	22PBA4206 Direct to Consumer Marketing
20PBA3303 Labour Legislations	This course has splitted into two courses and introduced in III and IV semesters	22PBA3303 Labour Codes I 22PBA4303 Labour Codes II
20PBA3307 HR Analytics	This course HR analytics is reworked and introduced People Analytics	22PBA3305 People Analytics
20PBA4306 Career Management 20PBA3308 Consulting to Management 20PBA4305 Strategic Human Resource Management	These courses have been removed	
20PBA3302 Performance Management 20PBA4303 Compensation Management	The Performance and Compensation Management course has been reworked and	22PBA4301 Performance & Compensation Management

	combined with Performance management and compensation management	
20PBA3306 Conflict and Negotiation Management	This course has been renamed and reworked	22PBA4305 Negotiation Management
	These courses has shifted from IV semester to III semester	22PBA3401 Machine Learning using Python 22PBA3403 Big Data Analytics
20PBA3403 Introduction to R and Python Programming 20PBA4407 Knowledge Management 20PBA4408 Enterprise Resource Planning	These courses have been removed.	
20PBA4404 Principles of Deep Learning 20PBA4405 Natural Language Processing	This course reworked and combined with principles of deep learning and Natural Language Processing. Artificial Intelligence has included in this course.	22PBA4401 Deep Learning & Artificial Intelligence
	This course is introduced newly.	22PBA4403 Block Chain and Business Applications

New Specialization Supply Chain Management has introduced this academic year

Semester III
22PBA3501 Principles of Supply Chain Management
22PBA3502 Supply Chain Data Management Analysis

22PBA3503 Statistical Quality Control
22PBA3504 Advanced Mathematical Techniques for Supply Chain Management
22PBA3505 Lean Six Sigma
22PBA3506 Digital Supply Chain Management
Semester IV
22PBA4501 Global Supply Chain Management
22PBA4502 Service Process Management
22PBA4503 Project Management
22PBA4504 Python Programming
22PBA4505 Tora Package
22PBA4506 Introduction to Data Envelopment Analysis

- Constructive suggestions and recommendations were made by the members of the Board of studies and the External experts.

The following were the suggestions of the Board to pursue:

- Rework of the Course Outcomes for all the papers in alignment with the requirements of NBA accreditation
- Few courses required to be reworked in terms of structure and theme wise division of units.
- Reduction of content in 1.5 credit papers, to enable the students to get the adequate understanding of the particular subject.
- Few important and relevant course materials were prescribed by the BoS external experts for the perusal and inclusion

Overall the BoS external members appreciated the initiation of new domains and felt that it is welcome indication of progress.

Fr. Director summed up the discussions and thanked the experts for their time and valuable suggestions.



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Board of Studies Meeting

02 April 2022 | 9:30 am | Board Room

S.No.	Name	Signature
1.	Dr. R. Subramanian Professor, BIM, Tiruchirappalli	
2.	Dr. P. Mariappan Associate Professor, Bishop Heber College, Tiruchirappalli	
3.	Rev. Dr. P. Paulraj SJ Director	
4.	Rev. Fr. I. Antony Inico SJ Administrator	
5.	Dr. P. Jega Patrick Associate Professor	
6.	Dr. S. Suresh Assistant Professor	
7.	Dr. J. Michael Sammanasu Associate Professor	
8.	Dr. A. Pappu Rajan Associate Professor	
9.	Mr. S. Karthikeyan Assistant Professor	
10.	Dr. Albin D Robert Lawrence Assistant Professor	
11.	Dr. P.S. Joan Kingsly Assistant Professor	
12.	Dr. D. Allen Rose Shamini Assistant Professor	
13.	Ms. Sahaya Restina James Assistant Professor	
14.	Mr. S. Roger Innocent Benson Assistant Professor	
15.	Dr. Y. Arul Sulochanan Assistant Professor	
16.	Dr. R. Murali Assistant Professor	
17.	Mr. A. Augustine Riswanth Research Associate	
18.	Ms. L. Josephine Priya Research Associate	
19.	Mr. X. Carol Francis (Alumnus) Branch Manager, South Indian Bank, Tiruchirappalli	



DIRECTOR

DEPARTMENT OF MANAGEMENT STUDIES
(ST. JOSEPH'S INSTITUTE OF MANAGEMENT)

ST. JOSEPH'S COLLEGE (AUTONOMOUS)

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TAMIL NADU, INDIA

DEPARTMENT OF MANAGEMENT STUDIES-M.B. A
ST. JOSEPH'S COLLEGE (AUTONOMOUS)

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Minutes of the Board of Studies Meeting

Department of Management Studies

St. Joseph's Institute of Management (JIM)

Action Taken Report

Programme: MBA

Year of Revision: 2022

Alumni	They have suggested to strengthening business analytics
Parents	They have suggested to introduce more co-curricular activities.
Faculty	They have suggested to revisit the curriculum and design the new curriculum framework according to the corporate requirements. The faculty insisted to get NBA accreditation for future direction and development of the institute.
Industry Experts	They have suggested to introduce Supply Chain Management as new specialization
Employers	Suggested to impart practical training through field visits and mini projects.
Action Taken	<p>The Faculty Council revisited the old curriculum, did a comparative analysis of the curricula of leading B-Schools and then evolved a new framework.</p> <p>The new specialization supply chain management introduced.</p> <p>The business analytics using python is introduced as core course in the syllabus. The mini project is one of the compulsory assessments in all courses. The NBA accreditation works started and gave the orientation to faculty for PO and CO Mapping.</p> <p>The new syllabus was framed to incorporate the following: Self Confidence, Interpersonal Competence and leadership, Critical and</p>

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Integrative Thinking, Creative Thinking, Global Awareness, Domain Knowledge, Ethical Responsibility.

New Pedagogies were identified for improving teaching and learning:

Self-learning, Virtual Learning, Online Learning, Mentoring, Team Learning /Peer Learning, Project Based Learning, Observation learning, Case based learning and mini project.

The department strengthening special programmes like learning academy, Outbound Training, Club Activities, Specialization wise webinar, competency building and developing leadership abilities amongst students.



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