

**Minutes of the Meeting of 11th Board of Studies (MBA) held on 21st July 2023 at 4:00 pm. in IEM, Management House. The following members were present during the meeting:**

<b>The Eleventh Board of Studies Meeting of the Department of Master of Business Administration (MBA) held on 21st July 2023 at 4:00 pm. in IEM, Management House.</b>			<b>PRESENT/ABSENT</b>
<b>1</b>	Prof. Dr. Sujit Dutta	Chairman, BOS HOD, Department of MBA	
<b>2</b>	Mr. Arindam Das	Alumni , Regional Manager (East), Business Development, Tata Consultancy Services Ltd	
<b>3</b>	Mr. Sanjoy Chatterjee	Co-founder of Ideation Technology Solutions	
<b>4</b>	Prof. Dr. Indraneel Mukhopadhyay	Member, BOS, HOD, Department of IT	
<b>5</b>	Prof. Dr. Indraneel Mukherjee	MAKAUT	
<b>6</b>	Prof. Anupam Bhattacharya	Member, BOS, Principal, Department of MBA	
<b>7</b>	Prof. Neelava Biswas	Member, BOS, Faculty Member, Department of MBA	
<b>8</b>	Prof. Subhajit Ghosh	Member, BOS, Faculty Member, Department of MBA	
<b>9</b>	Prof. Dr. Prasenjit Kundu	Member, BOS, Faculty Member, Department of MBA	
<b>10</b>	Prof. Dr. Subrata Chattopadhyay	Member, BOS, HOD, Department of MBA, UEMK	
<b>11</b>	Prof. Dr. Sutapa Chatterjee (Bhattacharya)	Member, BOS, Faculty Member, Department of MBA	
<b>12</b>	Prof. Dr. Swati Mukherjee	Member, BOS, Faculty Member, Department of MBA	
<b>13</b>	Prof. Kaushik Kumar Ganguly	Member, BOS, Faculty Member, Department of MBA	
<b>14</b>	Prof. Shouvik Chattopadhyay	Member, BOS, Faculty Member, Department of MBA	
<b>15</b>	Prof. Saptaparna Ghosh	Member, BOS, Faculty Member, Department of MBA	
<b>16</b>	Prof. Sohini Datta	Member, BOS, Faculty Member, Department of MBA	
<b>17</b>	Prof. Sourav Banerjee	Member, BOS, Faculty Member, Department of MBA	
<b>18</b>	Prof. Prarthana Banerjee	Member, BOS, Faculty Member, Department of MBA	

<b>19</b>	Prof. Dr. Anuroopa Mahajan	Member, BOS, Faculty Member, Department of MBA	
<b>20</b>	Prof. Writaparna Mukherjee	Member, BOS, Faculty Member, Department of MBA	
<b>22</b>	Prof. Mitali Sengupta	Domain Expert, Member, BOS	
<b>23</b>	Prof. PK Banerjee	Domain Expert, Member, BOS	
<b>24</b>	Prof Sundeep Sondhi	Member, BOS, Faculty, Department of MBA, UEMK	
<b>25</b>	Prof. Dr. Preeti Sharma	Member, BOS, Head of the Department, Department of MBA, UEMJ	
<b>26</b>	Prof. Bikash Mondal	Member, BOS, Faculty, Department of MBA	
<b>27</b>	Prof. Anik Kr. Hazra	Member, BOS, Faculty, Department of MBA	
<b>28</b>	Prof. Souharda Nandi	Member, BOS, Faculty, Department of MBA	
<b>29</b>	Dr. Rabin Majumder	Member, BOS, Faculty Member, Department of MBA	
<b>30</b>	Dr. Saikat Chakrabarti	Member, BOS, Faculty Member, Department of MBA	
<b>31</b>	Rima Dutta	Alumni, Tax Associate- PWC	
<b>32</b>	Sreejit Ghosh	Alumni, Area Retail Supervisor (ARS)- VIVO	
<b>33</b>	Mitul Das	CEO, Yours Digitally	
<b>34</b>	Dr. Udit Chawla	Member, BOS, Faculty Member, Department of MBA	

The following deliberations were made as per the items mentioned in the circulated agenda:

**Item No.BOS/11/01: Review of the decisions taken in the previous meeting**

At the onset, the Chairman welcomed the members of the meeting of BOS. Minutes of the meeting held on 20<sup>th</sup> January'2023 were confirmed. The BOS members expressed their satisfaction about the courses and activities of the Department.

**Item No.BOS/11/02: Discussion on the uniformity in MBA syllabus across all IEM/UEM campuses**

It was discussed that from MBA Batch 2023-2025 onwards the MBA syllabus across all IEM/UEM campuses will be uniform. One single syllabus (unanimously agreed & created prior) should be followed.

**Item No. BOS/11/03: Discussion on the change in Paper Codes of MBA 1<sup>st</sup> & 2<sup>nd</sup> Semester syllabus & introduction of certain “new subjects” with 1 Credit point**

It was conferred that there will certain changes in the Paper Codes of MBA 1st & 2nd Semester syllabus & there will be from MBA Batch 2023-2025 the introduction of certain “new subjects” with 1 Credit point.

**1<sup>st</sup> Semester --- Total Credits: 34 [Core: 27 + Sessional 7]**

1. Mathematics
2. Creation Studio
3. Language Lab
4. Analytics Lab- Excel & Advanced Excel
5. Finance Lab- Financial Market
6. Marketing Lab- Digital Marketing
7. Entrepreneurship Lab

**2<sup>nd</sup> Semester --- Total Credits: 36 [Core: 29 + Sessional 7]**

1. AI Using Python
2. Creation Studio (II)
3. Language Lab (II)
4. Analytics Lab (II)- Power Query & Power BI
5. Finance Lab (II)- Financial Market
6. Marketing Lab (II)- Digital Marketing
7. Entrepreneurship Lab (II)

Chairman invited suggestions from the members to give their valuable input on the feasibility of the above direction so that necessary inputs can be drafted, approved and measure can be taken for its implementation.

Observations from the members are as follows:

- Mr. Sanjoy Chatterjee, Director of the Board and CTO, Ideation Technology Solutions & Ideal Analytics Solutions gave his valuable suggestion by saying that there is a need for advance ‘data sharing’ & ‘differential privacy’ in every field of Management these days specially for Finance specialization students; he also shared information about “LLM- Generative AI” that will be very popular by 2030. Several Management students will be benefitted. Labs need to be developed according to the Ideation or Implementation phase.

- There are 3 areas wherein focus should be made; the 3 areas are:
  1. Generative AI
  2. Revamp of (Business Model) Environment through Business Forecasting & Power BI, Prompt Engineering. Labs need to be developed according to the Ideation or Implementation phase.
  3. Differential Privacy as hyper logistics work based on ‘identification & graphing of data’. There should be an approach to teach ‘data driven decisions’ to the students so as to make them industry ready. He also mentioned about concepts like ‘Customer Service’, Patent Search/Marketing Analysis, Digital Marketing Tools like Oracle, Sales Process etc.; ‘Digital Twin’, AI & ML and Machine Learning. An example of Apple & Facebook working on Meta Technology was also mentioned.
- Prof. Dr. Subrata Chattopadhyay, Member, BOS, MBA, UEMK suggested an idea regarding “Rural Marketing” for doing Projects & other Research works at regular intervals for students so that they get a proper idea about Rural Marketing & other related fields.

#### **ItemNo. BOS/11/04: Other Faculty inputs/observations**

- Faculty members told about the introduction of various new features in all the upcoming labs/ 1 Credit courses that are going to be introduced for all upcoming MBA 1<sup>st</sup> Year and MBA 2<sup>nd</sup> Year students.
- In addition to Advance Excel & Power BI in MBA 1<sup>st</sup> year syllabus & 2<sup>nd</sup> year syllabus there will also be the introduction of Macro Dashboard, HTML/JavaScript features for better understanding & application for Analytics Lab.
- In addition to basics of Digital marketing there will be activities like Website designing/Ad designing & making, preparing ads for social media platforms etc. for Digital Marketing Lab.
- Apart from basic knowledge of Financial Markets, students will also be introduced to live “share trading” / hands-on; GST, Foreign Trade etc. in Finance Lab.

- There will be 4 milestones in Entrepreneurship Lab in association with Wadhvani Foundation: Venture Creation, Business Plan, Sales Role & VTC Role/Model.
- Proper writing of Effective emails, Patents & Tenders, proper interview & group discussion etiquette, communication skills enhancement & Presentation skills by the students should be the focus of Language Lab.
- Preparation & making of YouTube channels/Podcasting/Blogs by the students will be the focus for Creation Studio Lab.

### **Vote of Thanks**

There being no other business to transact, the meeting concluded with a vote of thanks to the Chair.

**Prof. Dr. Sujit Dutta**

**Chairman**