

DEPARTMENT OF MANAGEMENT STUDIES
SACRED HEART COLLEGE, THEVARA (AUTONOMOUS)

BOARD OF STUDIES

June 22, 2018

The meeting of the Board of Studies in Management was held at the Department of Management Studies. The meeting started at 10:00 am. The following members were present.

1. Dr. Mathew Jose K (Chairman)
2. Dr. Joseph George
3. Dr. T P Thomas
4. Mr. Salil Kumar
5. Mr. Paul Xavier
6. Dr. Satish Kumar
7. Mr. P. S Menon

Principal briefly addressed the Board and stressed on the need to revise the syllabus based on OBE principles and maintain the balance between the two focus areas of the BBA under question – Marketing and Media.

The meeting made an assessment of the performance of the first batch of BBA (Integrated Marketing and New Media). It was found that there was a greater need for field-level and industry exposure and interaction, which have to find a place in the curriculum.

The following decisions were taken as part of the syllabus revision.

- The meeting recommended having two mandatory Internships. One week Internship and One month Internship. One in semester II and one in IV semester. The focus of the internship is based on the specialization of the Programme i.e. Integrated Marketing and New Media. These internships carry extra credits of one each.

- It was decided to include the courses like Art of Graphics, Strategic Management, Business Ethics & Environmental Values, Operations Management by excluding the exiting courses like Advertising Management, Organization Behaviors, Introduction to Brand and Business, Customer Relationship Management, Mass Media: Its forms & Effect and Media Planning and Buying.
- It was decided to exclude the additional core course – Environment Studies from the existing syllabus. However, considering the importance of environment and to create awareness on environment among new generation, the meeting decided to include this topic as part of the core curriculum without making it an additional course.
- It was agreed to shift the courses like Introduction to Photography, Journalism, Cinema Studies, Television Production and Planning, Radio Production and Planning, Print Media and Broadcast from the list of Core Courses to Complementary Courses.
- It was decided to change the titles and contents of the following courses
 1. Understanding Psychology and Market Research to Research Methodology
 2. Financial Accounting to Business Accounting
 3. Entrepreneurship and Project Management to Entrepreneurship
 4. As content is similar, it was decided to club two papers of semester five to one paper - Print Media Broadcasting and Journalism
 5. As clubbing subjects creates difference in number of courses it was decided to add an important paper named Business Information System
 6. Semester six paper named Customer Relationship Management is replaced with Consumer Psychology.
 7. The following courses were revised and updated: Art of Graphics, Introduction to PR and Corporate Communication, Management Project
- Taking into account the nature of the programme, as distinct from the conventional theoretical and class room-based programmes, the Board strongly felt the need for various aspects of training and exposures to be included in the syllabus to attain

the stipulated outcomes. There shall be courses included which enhance employability, skill development and entrepreneurship among the students.

- The Courses like Journalism and Print Media, Digital marketing, Advertising Design etc. were decided to be included to ensure employability and entrepreneurial skill development of the students. It was decided to include new courses like Digital marketing, and Entrepreneurship for the students.
- The meeting recommended having courses imparting awareness on issues related to gender, human values, professional ethics, environment etc. The focus should be given to the values, moral principles, Government laws that govern the business environment.

The meeting came to an end by 1.00 PM



Chairman
Board of Studies



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