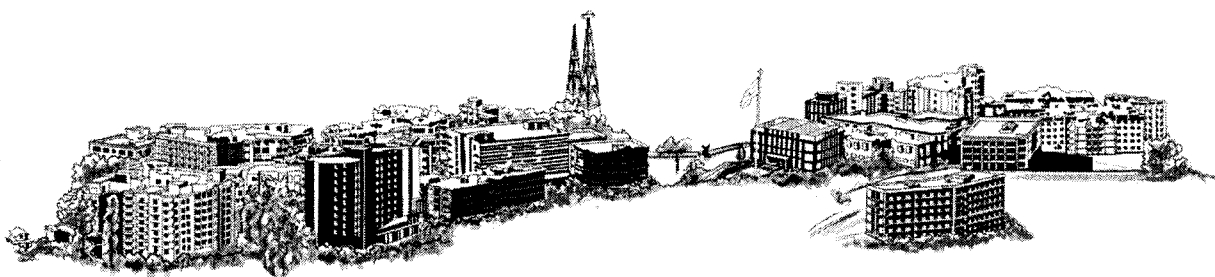




# **ACTION TAKEN REPORT**

**Department of Management Studies**

**Academic Year 2023-24**



**DIT University**

**Mussoorie Diversion Road Dehradun, Uttarakhand-248009**

Department of Management Studies  
SoLAM, DIT University, Dehradun



Action Taken Report

11 <sup>th</sup> BOS ACTION TAKEN REPORT																																
Recommendation	<ol style="list-style-type: none"> <li>To update the MBA curriculum for regular MBA program from the academic session 2024-25. (Item No.11.3)</li> <li>To discuss the introduction of two new courses in HR and Marketing specialisation and removal of one subject from Business Analytics specialisation. The new courses in Marketing and HR specialization which are to be added from the session 2024-25 are as follows: (1) Sustainability and Responsible Marketing in Marketing Specialization, (2) AI in Human Resource Management in HR Specialization. One course namely "Business Intelligence &amp; Data Warehousing (MB733A)" from Business Analytics Specialization has been removed (Item No.11.4).</li> <li>To discuss the Assessment scheme of MBA program from the academic session 2024-25. (Item No.11.5)</li> <li>To review the Credit mismatch in MOOC courses in PhD course structure from 2024-2025 and revise the department mission.</li> </ol>																															
Action Taken	<p>For Item No.11.3 The Board of Studies members agreed to update the syllabus of the aforementioned courses to make them more industry-oriented and propose additional changes. They proposed some more changes in the syllabus of the following courses.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Course Code</th> <th style="width: 45%;">Course</th> <th style="width: 40%;">Course Basket</th> </tr> </thead> <tbody> <tr> <td>MB603</td> <td>Financial Accounting and analysis</td> <td rowspan="10" style="text-align: center; vertical-align: middle;">Core</td> </tr> <tr> <td>MB605</td> <td>Marketing Management</td> </tr> <tr> <td>MB609</td> <td>Corporate Finance</td> </tr> <tr> <td>MB610</td> <td>Consumer Behavior</td> </tr> <tr> <td>MB627</td> <td>Human Resource Management</td> </tr> <tr> <td>MB617</td> <td>Business Research Methods</td> </tr> <tr> <td>MB619</td> <td>Cost and Management Accounting</td> </tr> <tr> <td>MB701</td> <td>Business Ethics &amp; Corporate Governance</td> </tr> <tr> <td>MB705</td> <td>Entrepreneurship Development and Innovation Management</td> </tr> <tr> <td>MB732M</td> <td>Marketing Research</td> <td rowspan="3" style="text-align: center; vertical-align: middle;">Marketing</td> </tr> <tr> <td>MB734M</td> <td>Product and Brand Management</td> </tr> <tr> <td>MB735M</td> <td>Services Marketing</td> </tr> </tbody> </table>	Course Code	Course	Course Basket	MB603	Financial Accounting and analysis	Core	MB605	Marketing Management	MB609	Corporate Finance	MB610	Consumer Behavior	MB627	Human Resource Management	MB617	Business Research Methods	MB619	Cost and Management Accounting	MB701	Business Ethics & Corporate Governance	MB705	Entrepreneurship Development and Innovation Management	MB732M	Marketing Research	Marketing	MB734M	Product and Brand Management	MB735M	Services Marketing	Responsibility HOD	3rd <sup>rd</sup> March 2024
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MB737M	Sales and Distribution Management	
MB731F	Security Analysis and Portfolio Management	
MB732F	Financial Derivatives	
MB734F	Business Analysis and Valuation	Finance
MB735F	Financial Institutions and Markets	
MB738F	Working Capital Management	
MB733H	Talent Management and Development	
MB734H	Human Resource Information System	
MB737H	Compensation Management	Human Resource
MB738H	Labour Laws	
MB740H	Performance Management	
MB731A	Business Analytics Fundamentals	
MB732A	Marketing Analytics	
MB735A	Human Resource Analytics	Analytics
MB738A	Retail Analytics	
MB739A	Predictive Analytics	
MB741A	Time Series Forecasting	
MB641	Data Analysis using Excel	
MB643	Data Analysis using R	Skill Enhancement
MB645	Data Visualization using Tableau	
FE801	Communication for Enhancing Professional Competence	Free Electives
FE805	Workshop on – Campus to Corporate	

The same has been approved in the Academic Council.

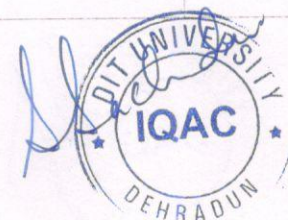
**For Item No.11.4**

BoS Members appreciated the introduction of new courses and agreed that these courses should be the part of MBA Curriculum as they are serving the need of current business scenario. They also gave their concurrence to remove one subject from Business Analytics specialisation which is now found redundant in the contemporary scenario of analytics.

The proposed new courses got approval from Academic Council and will be introduced from academic session 2024-25.

**For Item No11.5**

The chairperson presented the current assessment scheme and proposed following changes in existing schemes to board members.



### Proposed Assessment Scheme for MBA

The evaluation scheme for MBA consists of continuous assessment and end-term examination. For each subject (course), the continuous assessments carry 60% weightage of the marks and the Trimester-end Examination carries 40% weightage of the marks. The continuous assessment includes quizzes, assignments, case analysis & presentations, and project. The detailed evaluation scheme for each course shall be shared by respective instructor before start of every term after approval from the head of department. The broad distribution of weighted of various assessment component as below.

	Components	Weightage %
Continuous	Quiz	10
	Assignment	15
	Project	15
	Case Analysis & Presentation	20
	End Term*	40

The mode of end-term assessment of the courses requiring practical engagement will be decided by the respective course coordinator depending on the nature of the course. This must be approved before the start of the term from the head of department.

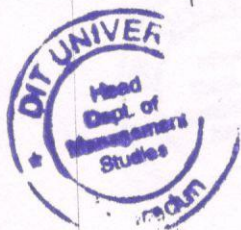
#### End Trimester Examination

End term assessment will be of 2 hours and evaluated out of 50 marks with weightage of 40% in total marks. The method of end-term evaluation and format of the question paper may vary across courses. However, the respective course coordinator will have to inform the Dean & head about it before the commencement of term.

This has been approved in Academic Council and implemented from the academic session 2024-25.

#### For Item No.9.6

The board members discussed issues related to credit mismatches. Specifically, in MBA and PhD programs, there were instances where the credits required by students were fewer than the courses available on MOOC platforms. The board members suggested addressing the credit deficit by encouraging students to take additional courses from MOOC platforms. Additionally, the proposed revision of the MBA department's mission was presented to the board. It was emphasized that the dynamic nature of business and education necessitates periodic reassessment and revision of the MBA program's mission to ensure its continued relevance and effectiveness in preparing future business leaders. All members unanimously agreed to regularly review and update the mission to align it better with industry and societal needs.



This has been approved in Academic Council and implemented from the academic session 2024-25.



Handwritten signature in blue ink, appearing to be "Dy. Secy", written over a horizontal line.