



## JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

### Minutes of Meeting of the Faculty Council February 21, 2017

Meeting of the Faculty Council of the Jaipuria Institute of Management, Noida was called at 3:45 PM on February 21, 2017 in Manthan.

The following Members attended the Meeting:

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| 1. Dr. Rajiv Thakur (Director) – Chair | 15. Dr. Poonam Sharma      |
| 2. Prof. Abdul Qadir                   | 16. Dr. Pratibha Wasan     |
| 3. Dr. Abhijeet Nair                   | 17. Dr. Puneet Dublish     |
| 4. Prof. Ajay Bansal                   | 18. Dr. Rajesh Sharma      |
| 5. Prof. A. K. Rajpal                  | 19. Dr. Richa Mishra       |
| 6. Prof Ashok Advani                   | 20. Dr. Ritika Gugnani     |
| 7. Dr. Banasree Dey                    | 21. Dr. Shalini Srivastava |
| 8. Prof B D Singh                      | 22. Dr. Shikha Bhatia      |
| 9. Dr. Deepak Singh                    | 23. Prof. Sonali Singh     |
| 10. Dr. Durgansh Sharma                | 24. Dr. Surendra Kumar     |
| 11. Prof. Lalit Sharma                 | 25. Dr. Vranda Jain        |
| 12. Prof. Moid U. Ahmad                | 26. Dr. Vinita Srivastava  |
| 13. Prof M S Kumar                     | 27. Dr. Utkarsh            |
| 14. Prof. Nidhi Singh                  |                            |

#### Agenda:

1. Opening remarks by Director- Jaipuria, Noida.
2. Review of Curriculum of PGDM, PGDM (Marketing) and PGDM (Service Management).
3. Any other matter.

## 1. WELCOME

Dr. Rajiv R Thakur, Director- Jaipuria Institute of Management, Noida welcomed the Faculty Council members. He briefed the members of the rigorous exercise that was taken at different levels before the Curriculum Architecture of all the 3 PGDM programmes are being tabled at Faculty Council for discussions and final acceptance.

## 2. REVIEW OF CURRICULUM OF PGDM, PGDM (MARKETING) AND PGDM (SERVICES MANAGEMENT) PROGRAMMES

Associate Dean (Academics) presented the details of the discussions of the members during the Marketing Area Academic Advisory Council Meeting that was held on Dec 10, 2016 at the campus followed by the Academic Advisory Council Meeting that was held on Dec 30, 2016 (Minutes attached).

The proposed curriculum architecture of all the 3 PGDM Programmes for the forthcoming Batch 2017-19 were then presented to members of Faculty Council for deliberations. The suggestions of the earlier meetings were read out and opinions were sought from the members.

## 3. POINTS DISCUSSED:

S. No.	Points presented by Associate Dean (Academics)	Action By
1.	<b>PGDM Programme; (Batch 2017-19)</b> The number of 'Core Courses' proposed are 24 where students would earn 66 credits. The number of electives (Area Specialization/ Minor or Open Specializations) would be 10 in number with 30 credits. Summer Internship project would be of 6 credits; General Awareness Course would be of 3 credits & Training & Industry Interface Program would be of 3 credits. The total credits earned by the student during the 2-year full time programme would be of 108.	Programme Director & Respective Area Chairs
	<b>Members' Suggestions</b>	
	<ul style="list-style-type: none"><li>Prof MS Kumar expressed his appreciation of emphasis on 'Ethics in Business' by the Advisory Council members and said that it should be inclusive part of all the core courses taught through concepts/ cases/ field assignments. The members agreed upon inculcating the essence of Indian</li></ul>	

	<p>value system in the modern corporate practices by sensitizing the aspiring managers with value-based management thoughts for vibrant and sustainable economy.</p> <ul style="list-style-type: none"> <li>○ Members also unanimously agreed to the suggestions forwarded by advisory council members upon the need to incorporate the latest changes in the legal system of doing business in India and use of corporate practitioners for design and delivery of course of ‘Legal Aspects of Management’. He displayed his appreciation of the practice of having a class room delivery of this course through Visiting Professors from the corporate world who have hands on expertise of the domain.</li> <li>○ The members deliberated upon the growing use of digital technologies and analytics in the domain of Marketing, Finance, HR, Operations &amp; other courses. They felt that an FDP could be organized by each Area for imparting the requisite skills for faculty besides separate sessions for the students.</li> <li>○ The members also opined that the students need to be motivated to take up short duration course through MOOCs and introducing simulation programs across functional domains of Marketing, Finance, HR and others.</li> <li>○ The faculty council members were quite positive of the curriculum structure and proposed no changes in courses over previous year.</li> </ul>	
2.	<p><b>PGDM (M) Programme; (Batch 2017-19)</b></p> <ul style="list-style-type: none"> <li>• The number of ‘Core Courses’ proposed are 24 where students would earn 66 credits. The number of electives (Area Specialization/ Sectoral Specializations/ Minor or Open Specializations) would be 10 in number with 66 credits. Summer Internship project would be of 6 credits; General Awareness Course would be of 3 credits &amp; Training &amp; Industry Interface Program would be of 3 credits. The total credits earned by the student during the 2-year full time</li> </ul>	Programme Director & Respective Area Chairs

	<p>programme would be of 108.</p> <ul style="list-style-type: none"> <li>• The 4 new core courses proposed in First year of the programme are: Consumer Behaviour, Social Media Marketing, Marketing Research &amp; Marketing Analytics.</li> <li>• The Super Specialization courses would consist of three bouquets as: <ul style="list-style-type: none"> <li>a. Area Specialization courses (16 electives) where a student could choose any 4 of them,</li> <li>b. Three Sectoral Specializations where a student has to choose any 3 electives from any one of the sectors namely Rural Marketing (7 electives) or E-Marketing (4 electives) or Retail (3 electives).</li> <li>c. Minor/ Open specializations where a student may choose any 3 electives from the basket of electives offered by other areas (Marketing/ Finance/ Human Resource Management/ Operations &amp; IT Management/ International Business). The student may also choose from any one single area, it would constitute a minor specialization.</li> </ul> </li> </ul>	
	<p><b>Members' Suggestions</b></p>	
	<p><b>Consensus was generated on the Curriculum Architecture of PGDM (M):</b></p> <p>After in-depth discussions among the members, the faculty council accepted the recommendations that were as follows:</p> <ul style="list-style-type: none"> <li>○ Consumer Behaviour &amp; Marketing Research should be introduced in Term II.</li> <li>○ Social Media Marketing &amp; Marketing Analytics should be introduced in Term III</li> <li>○ Accounting for Decision Making (Term I) should incorporate the required fundamental concepts of Management Accounting &amp; Control (Term II) and this should be a single course in Term I.</li> <li>○ International Economy &amp; Business (Term III) should incorporate essential fundamental concepts of Macro</li> </ul>	

	<p>Economics &amp; Business Environment (Term II) as a single course to be placed in Term III.</p> <ul style="list-style-type: none"> <li>○ Research Methods for Marketing Managers (Term III) could be deleted as MR is now in Term II.</li> <li>○ Management Information System (Term III) could be deleted as Marketing Analytics is introduced in Term III.</li> <li>○ CB in Term IV could be deleted as it is now in Term II and remaining core courses of Marketing in Trim IV, Trim V &amp; Trim VI be added to the basket of Area Specialization courses (Marketing).</li> <li>○ BC-II course credit could be reduced in Term II.</li> <li>○ Legal Aspect of Management (Term IV) should be nomenclature as Legal Aspects in Marketing Management (Term IV).</li> <li>○ Elective basket of PGDM (M) programme now be broadened from 5 elective choices to 10 electives.</li> <li>○ In Rural Marketing Sectoral specialization, orientation of electives offered should be more attuned towards 2020 to embrace more concepts of digital technology at the rural market place.</li> </ul>	
<p><b>3.</b></p>	<p><b>PGDM (SM) Programme; (Batch 2017-19)</b></p> <ul style="list-style-type: none"> <li>• The number of ‘Core Courses’ proposed are 24 where students would earn 66 credits. The number of electives (Area Specialization/ Sectoral Specializations/ Minor or Open Specializations) would be 10 in number with 30 credits. Summer Internship project would be of 6 credits; General Awareness Course would be of 3 credits &amp; Training &amp; Industry Interface Program would be of 3 credits. The total credits earned by the student during the 2-year full time programme would be of 108.</li> <li>• The 3 new core courses proposed in First year of the programme are: Consumer Behaviour, Service Management &amp; Customer Relationship Management.</li> <li>• The Super Specialization courses would consist of three bouquets as: <ul style="list-style-type: none"> <li>a. Area Specialization courses (10 electives) where a</li> </ul> </li> </ul>	<p>Programme Director &amp; Respective Area Chairs</p>

	<p>student could choose any 4 of them,</p> <p><b>b.</b> Three Sectoral Specializations where a student has to choose any 3 electives from any one of the sectors namely Healthcare (6 electives) or Banking &amp; Financial Services (6 electives) or Retail (6 electives).</p> <p><b>c.</b> Minor/ Open specializations where a student may choose any 3 electives from the basket of electives offered by other areas (Marketing Services/ Financial Services/ Human Resource Management Services/ Operations &amp; IT Management/ International Business). The student may also choose from any one single area, it would constitute a minor specialization.</p>	
	<p><b>Members' Suggestions</b></p>	
	<p><b>Consensus was generated on the Curriculum Architecture of PGDM (SM):</b></p> <p>After in-depth discussions among the members, the faculty council accepted the recommendations that were as follows:</p> <ul style="list-style-type: none"> <li>○ Consumer Behaviour &amp; Service Management should be introduced in Term II.</li> <li>○ Customer Relationship Management should be introduced in Term III</li> <li>○ Accounting for Decision Making (Term I) should incorporate the required fundamental concepts of Management Accounting &amp; Control (Term II) and this should be a single course in Term I.</li> <li>○ International Economy &amp; Business (Term III) should incorporate essential fundamental concepts of Macro Economics &amp; Business Environment (Term II) as a single course to be placed in Term III.</li> <li>○ Management Information System (Term III) could be deleted as a course and integrated with CRM analytical tools in Term III.</li> <li>○ BC-II course credit could be reduced in Term II.</li> <li>○ Legal Aspect of Management (Term IV) should be nomenclature as Legal Aspects in Service Management (Term IV).</li> </ul>	

	○ Exploring more sectoral specializations in Telecom/ Automobiles/ Capital Goods sectors.	
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There being no other item, the meeting concluded with a vote of thanks to all members of Faculty council.



**Dr. Rajiv R Thakur**  
Chairman- Faculty Council

***Annexure 1:*** Courses Added/ Deleted/ Reduced Credits

## **Annexure 1: Courses Added/ Deleted/ Reduced credits**

### ***1. Proposed Curriculum Architecture PGDM-M (2017-19)***

#### **Additional Core courses (1<sup>st</sup> Year) proposed:**

- Consumer behavior
- Social Media Marketing
- Marketing Research
- Marketing Analytics

#### **1. Courses Proposed to be Added/ Deleted/ Reduced Credits in Term II**

- **Added**
  - Consumer Behaviour
  - Marketing Research
- **Deleted**
  - Macro Economics & Business Environment
  - Management Accounting & Control (1.5 credit)
- **Reduced in credits (1.5)**
  - Business Communication-II

#### **2. Courses Proposed to be Added/ Deleted in Term III**

- **Added**
  - Social Media Marketing
  - Marketing Analytics
- **Deleted**
  - Research Methods for Marketing Managers
  - Management Information System

#### **3. Courses Proposed to be Added/ Deleted in Term IV**

- **Deleted**
  - Consumer Behaviour
  - Digital Marketing
- **Added**
  - 2 Electives (Now 4 electives)

#### **4. Courses Proposed to be Added/ Deleted in Term V**

- **Deleted**
  - Brand Marketing Management
  - Retail Marketing
- **Added**
  - 2 Electives (Now 4 electives)

#### **5. Courses Proposed to be Added/ Deleted in Term VI**



- **Deleted**
  - Rural Marketing
- **Added**
  - 1 Elective (Now 2 electives)

## ***II. Proposed Curriculum Architecture PGDM-SM (2017-19)***

### **Additional Core courses (1<sup>st</sup> Year) proposed:**

- Consumer Behavior
- Service Management
- Customer Relationship Management

### **1. Courses Proposed to be Added/ Deleted/ Reduced Credits in Term II**

- **Added**
  - Consumer Behaviour
  - Service Management
- **Deleted**
  - Macro Economics & Business Environment
  - Management Accounting & Control (1.5 credit)
- **Reduced in credits (1.5)**
  - Business Communication-II

### **2. Courses Proposed to be Added/ Deleted in Term III**

- **Added**
  - CRM
- **Deleted**
  - Management Information System