



Minutes of 5th Meeting of Board of Studies of

Department of Marketing and Supply Chain Management held on 19th Sept., 2016

The meeting of the Fifth Board of Studies (BoS) of Marketing and Supply Chain Management department was held on 19th September 2016 at 10.30 A.M. The meeting was chaired by Dr. Bhagwan Singh, Head, Department of Marketing and Supply Chain Management. The meeting formally started with a Welcome address by the to all the members present.

The following members were present:

1. Dr. Bhagwan Singh, **Chairman & Convenor.**
2. Prof. Arvind Chaturvedi, **Subject Expert-** Professor, International Management Institute (IMI), New Delhi.
3. Prof. P. K. Sharma, **Subject Expert-** Professor in Management & Officiating Incharge, Director Regional Services, Vardhaman Mahaveer Open Kota University, Rajasthan.
4. Prof. Y. S. Verma, **Dean**, School of Business and Management Studies, CUHP.
5. Prof. A. K. Mahajan, **Member from Allied Discipline & VC Nominee from CUHP**, Director, Centre for Computational Biology, CUHP.
6. Dr. OSKS Sastri, **Member from Allied Discipline & VC Nominee from CUHP**, Dean, Physical and Material Sciences, CUHP.
7. Mr. Chaman Lal, **Member**, Assistant Professor, Department of Marketing and Supply Chain Management, CUHP.
8. Dr. Sarvesh Kumar, **Special Invitee-** Assistant Professor, Department of Marketing and Supply Chain Management, CUHP.

The members of Board of Studies (BoS) deliberated upon each agenda item and following decisions were taken in the BoS as per the agenda items:

Agenda Item No. – MSC-BoS-5/16-1

Formal Confirmation of Minutes of Meeting of the Fourth Board of Studies (BoS)

The minutes of the meeting of the 4th BoS (held on 30th November, 2015) have been finalized and sent to all the members of BoS. Duly signed minutes of the Fourth BoS Meeting are placed before BoS for formal confirmation.

Decision: The minutes of the meeting of the Fourth Board of Studies (BoS) held on 30th November, 2015 were reviewed and confirmed by the BoS.

Agenda Item No. – MSC-BoS-5/16-2

To recommend the Course Catalogue as per Newly amended CBCS (Choice Based Credit System) to the School Board

Through the conduct of Curriculum Development Committee and Board of Studies, a comprehensive catalogue of courses was developed and was being implemented during 2010 and 2015. Certain additions, modifications and deletions were carried out at different times. These changes have been incorporated in the catalogue up to May 2016. While implementing the catalogue, the feedback from the students and the faculty revealed that some courses need to be added, others may be renamed and a few may be made of 4 credits. An amended list of the courses is placed before the Board for studies for its consideration, approval and recommendation to School Board.

Decision: After deliberation on the course catalogue presented before BoS, all the members of the BoS have agreed and recommended the course catalogue for further processes and approvals.

Agenda Item No. – MSC-BoS-5/16 -3

To review and approve the courses as per the courses offered to MBA students of 2015-17 & 2016-18 batches

CBCS based on the guidelines of UGC was implemented with effect from August 2015. A basket of courses for CBCS 2015-17 was approved by different bodies of the University. In order to remove confusion and present the courses at one place, the revised basket of courses for MBA 2015-17 & 2016-18 batch is presented before the Board of Studies for its information and approval.

Decision: The members of the BoS reviewed all the courses offered to MBA students of 2015-17 and 2016-18 batches under the Choice Base Credit System (CBCS) and approved the course catalogue of MBA 2015-17 batch as it is. The BoS suggested one change in the course catalogue of MBA 2016-18 batch i.e. Consumer Behaviour (MSC 506) to be offered in third semester instead of fourth semester of MBA degree.

Agenda Item No. – MSC-BoS-5/16-4

To review and approve the Courses offered / to be offered by Department of Marketing & Supply Chain Management (M&SCM)

The Revision of required Course Codes, Credits, and Nomenclature as per requirements of the courses offered by the Department of Marketing & Supply Chain Management (M&SCM) in accordance with amended CBCS and detailed course contents of the courses offered during the academic session 2015-2016 is placed before BoS for its suggestion, comments and recommendations .

Decision: The external subject expert and VC nominees of BoS appreciated the functioning of the Department of Marketing and Supply Chain Management (M&SCM) and were satisfied by the courses offered by the department. The members were happy to see that course curriculums

offered by the department are very much updated as per the changing demand of the markets. The members also reviewed and approved the course contents prepared by the faculty members.

Agenda Item No. – MSC-BoS-5/16-5

To recommend the report of Supervisor(s) for guiding Ph.D Research Scholar(s) allotted by the Department of Marketing & Supply Chain Management (M&SCM) to the School Board

As per the Ordinances of the University, the Ph.D. students admitted in Ph.D programme shall be considered to be registered from the date s/he submits admission fee. In order to guide and monitor the performance of Ph.D. students, it becomes essential to allot their supervisors from the very beginning. In view of this fact, Dean in consultation with HoD and faculty members allots the supervisors to the Ph.D. students of the department admitted in 2015-16. Hence, the report of the allotted supervisor(s) is placed before BoS to recommend to the School Board.

Decision: The 5th BoS deliberated upon the process of allotment of supervisors to Ph.D students and recommended the report of the supervisors to the School Board as per details given below:

Sl. No.	Roll No.	Name of the Research Scholar	Name of the Research Supervisor
1.	CUHP14RDMGMT03	Mr. Vikas Kumar Tyagi	Dr. Sarvesh Kumar, Assistant Professor, Department of M&SCM, CUHP, TAB, Shahpur
2.	CUHP15RDMGMT03	Mr. Kamlesh Kumar	Dr. Bhagwan Singh, Head, Department of M&SCM, CUHP, TAB, Shahpur

Agenda Item No. – MSC-BoS-5/16-6

To approve the Synopsis of Ph. D. Research Scholar(s) admitted in the Department of M&SCM and recommend the confirmation of registration of Ph.D research scholar (s) to the School Board

The synopses submitted by the Research Scholars enrolled in Ph.D programme in the Department of Marketing and Supply Chain Management has been presented by the Research Scholars before the Research Progress Monitoring Committee (RPMC) which has recommended these to be placed before BoS. Synopses of the Research Scholars in Research Degree (RD) programme in the Department of Marketing and Supply Chain Management are placed before BoS for approval and to recommend the confirmation of registration of Ph.D students to School Board.

Decision: The members of the 5th BoS appreciated the screening process of synopses. Both the candidates were called to present the synopses before BoS as the topics were not so promising. After the presentation and thorough deliberation, BoS suggested changes in the title of the proposed research work and approved these synopses as per detail given below:

Sr. No.	Roll No.	Name of the student	Name of the Supervisor	Remarks (If any)
1.	CUHP14RDMGMT03	Mr. Vikas Kumar Tyagi	Supervisor: Dr. Sarvesh Kumar , Assistant Professor, Department of Marketing & Supply Chain Management (M&SCM)	
Topic: A Study of Consumer's Attitude, Expectations and Motivation towards Online Retail Services				
2.	CUHP15RDMGMT03	Mr. Kamlesh Kumar	Supervisor: Dr. Bhagwan Singh , Head, Department of Marketing & Supply Chain Management (M&SCM)	
Topic: Marketing Strategies for Online Education in Bihar				

Agenda Item No. – MSC-BoS-5/16-7

To approve the panel of paper setters / evaluators for each course for the End-Semester Examinations

As per Ordinance of Central University of Himachal Pradesh, the question papers for End-Semester examination of a course shall be set and evaluated by the external examiner. For selecting the paper setters/ evaluators for the end-semester examinations, the Department shall submit the duly approved panel of paper setters/ evaluators for each course.

Thus, the list of paper setters/ evaluators prepared by the Department of Marketing and Supply Chain Management in consultation with all the faculty members of the Department is placed before the Board of Studies for approval

Decision: The members of the 5th BoS deliberated upon each name included in the panel of paper setters/ evaluators and approve the same panel.

Agenda Item No. MSC-BoS-5/16-8

To take feedback from the Hon'ble members on the question papers set by the Department of Marketing and Supply Chain Management (M&SCM) for End-Semester examination during the academic session 2015-16

In order to ensure quality of question papers, the teachers are given prescribed guidelines within which they set the question papers and these question papers are further reviewed by the BoS. The question Papers Academic Session 2015-16 are placed before the BoS for its suggestions.

Decision: The members of the 5th BoS reviewed all the question papers set by the Department of M&SCM and appreciated its contents, types of questions and cases included in the question papers, especially the application part of the question paper.

Agenda Item No. MSC-BoS-5/16-9

Suggestions for the improvement of the standard of Teaching and Research

The members of the BoS suggested developing niche in the area of management education, Environment Management etc; Department of Marketing and Supply Chain Management and School of Business and Management Studies may offer courses like as this area is getting importance day by day. The board further suggested that School must focus on local problems and issues for future research work.

The meeting ended with a vote of thanks.

Signatures of members of 5th BoS.

Prof. Arvind Chaturvedi

Prof. P. K. Sharma

Prof. Y. S. Verma

Prof. A. K. Mahajan

Dr. OSKS Sastri

Mr. Chaman Lal

Dr. Sarvesh Kumar

**Dr. Bhagwan Singh
Chairman & Convenor,
5th BoS, M&SCM**

Copy to:

- 1. Dean, School of Business and Management Studies**
- 2. All the members of the 5th Board of Studies**
- 3. Concerned File**