

CHRIST (Deemed to be University)
School of Arts and Humanities
Department of English and Cultural Studies, Bannerghatta Road Campus,
Bengaluru-76

Feedback: 2017-18

Feedback was collected in the form of expert suggestions during the BoS for the courses BA English Honours, the English courses for EPH (English, Political Science and History) and MA English with Cultural Studies during the year 2017-18. As a result, the syllabus was tabled for extensive discussion in the BOS and feedback gathered from the BOS experts on the same.

The faculty had evaluated the course and discussed the introduction of a new PG programme (English with Cultural Studies) and new courses for the students of BA Honours and EPH as they felt that it would open up possibilities for employability and industry engagements. It was decided that industry experts can be called in to engage the students with industry experts for those papers.

CHRIST UNIVERSITY
School of Business Studies and Social Sciences
Bannerghatta Road, Bengaluru - 76

Minutes of Board of Studies Meeting
January 30, 2017

The Minutes of the Board of Studies (BOS) Meeting of School of Business Studies and Social Sciences, Christ University, Bannerghatta Road Campus, Bengaluru held on Monday, January 30, 2017 from 11:30 AM to 12:30 PM in the Seminar Hall of Christ University BGR Campus.

In the Chair

Dr Jyothi Kumar, Chairperson – Board of Studies, School of Business Studies and Social Sciences, Christ University

External Members Present

Dr V Rajesh Kumar, Professor and Managing Partner, Vittam Pravina Gurushala, Bengaluru

Dr Anil Kumar, Principal, SSMRV College, Bengaluru

Dr Chitra Andrade, Organizational Leadership Consultant, Segment Lead, IBMers with Executive Potential, IBM Leadership Academy

Declaration of Quorum and Calling the Meeting to Order


Dr Jyothi Kumar welcomed the gathering, and introduced the External Experts to School of Business Studies and Social Sciences, Christ University, Bannerghatta Road Campus. Dr Jyothi Kumar also introduced the Programmes being offered in the Campus, and the Interdisciplinary Academic Pursuit the Campus is striving towards.

The Chairperson informed the External Experts about the extensive process that was undertaken to Revise the Syllabus of all Courses, and about the Discipline-Specific Board of Studies Meetings that were organized on Saturday, January 28 where in, an intense and all-encompassing review of the Syllabi of each Programme had been taken up in the presence of Discipline-Specific Academic and Industry Experts. The Curricula for all the Programmes offered by School of Business Studies and Social Sciences were assessed and revised so as to provide a more holistic approach in student development, and in accordance with the UGC regulations and guidelines.

Dr Jyothi Kumar then declared the validity of the quorum and called the meeting to order by presenting the Agenda for the BOS Meeting.

The Agenda for the Board of Studies Meeting broadly included:

1. To consider and recommend changes in the Courses across various Curricula in the Programmes offered by School of Business Studies and Social Sciences;
2. To consider new Courses across various Curricula in School of Business Studies and Social Sciences;
3. To consider and recommend changes in the Mid Semester and End Semester Examination Question Paper Patterns for MBA (Tourism and Travel Management);

4. To propose and approve the List of External Examiners for MBA (Tourism and Travel Management) Programme;
5. To consider and recommend changes in the List of Open Elective Programmes; and
6. To discuss any other related matter, with the permission of the Chair.

Following were the details discussed and decided in the Meeting:

1. *To consider and recommend changes in the Courses across various Curricula in the Programmes under School of Business Studies and Social Sciences*

Prof. Gaana J, Academic Coordinator, School of Business Studies and Social Sciences presented the Changes in the Courses across various Curricula in the Programmes offered by the Deanery of Social Sciences in the Bannerghatta Road Campus.

1.4.1

English Studies

- All courses in English (ENGB 121 and 221) were presented to the Board
- Change of Additional English into Alternative English for the BA (Honors) Programme (ALEB 121/221 to AENH 121/221) was considered
- New Courses in EPH (English, Political Science and History) were considered with minor suggestions in the realignment of few Units; Existing Courses in EPH were also presented
- Changes in the Course Title (Nineteenth Century Indian Literature and Thought) and relocation of the Course (Research Writing in Semester 4 for the ENG (H) Programme) were considered
- New Courses in English (Honors) Programme were considered with suggestions for realignment of few Units

MA in English with Cultural Studies

- Approval received in the creation of a new and significant programme in the field
- Suggestion was received to run the programme as scheduled
- However, several key points were recommended and discussed across the Subjects offered as a part of the programme
- It was decided that the immediate changes recommended could be implemented wherever possible, and the long-term changes could be kept for implementation for the Future Batches

Journalism and Media Studies

- Recommendation to remove Kannada based Units in JOUH 131 – Introduction to Mass Communication and in JOUH 233 – Political Economy of India; The recommendation was rejected
- In JOUH 232 – Media Culture and Society, Unit V (Women and Media) was renamed as 'Gendered Media'
- Media Psychology Courses to include the Reverse Effect of Users on Media
- It was decided to include Practical Learnings in all Programmes that will encourage various types of Online Journalistic Engagements



- In MEP (Media, English and Political Science) minor changes were accepted in the realignment of Units in MST 131 – Introduction to Mass Communication
- Funding was requested for documentary productions

Political Science and History Studies

- Changes to the existing Courses in Political Science and History were considered with minor suggestions
- Changes to the Titles of the Courses were considered; Subject Codes for the same Courses, POLB 543, POLB 643, POLB 541 and POLB 641 to remain the same
- Decided to rename the Subject, Public Administration I to **Concepts and Theories of Public Administration**
- Decided to rename the Subject, Public Administration II to **Principles and Practices of Public Administration**
- Decided to rename the Subject, International Relations I to **Introduction to International Relations**
- Decided to rename the Subject, International Relations II to **Issues in International Relations**
- New Courses were considered for MEP and EPH with minor suggestions for realignment of Units; Existing Courses presented
- **New Courses in Political Science** introduced
 - Post-War World: International History
 - Introduction to Public Policy
 - Policy Research and Analysis
- Existing Courses presented
 - Reading India: Interdisciplinary Perspective
 - Understanding the Nation State
- **New Courses in History** introduced
 - Gendered Histories
 - Towards A Modern World
- External Experts suggested to develop a **Master's Programme in Public Policy and Administration** with a blend of Political Science, Public Administration, International Relations and History

Economics Studies

Principles of Microeconomics (ECOH 131)

- No modification in the content of the syllabus
- Few Readings were suggested in the List of References, including "Freakonomics"

Principles of Macroeconomics (ECOH 231)

- To retain the concept of 'Money' in the Syllabus
- To shift the module on "Short-run Trade" to Intermediate Macroeconomics (ECOH 431) in Semester IV
- Recommendation to add Links to Blogs of eminent lectures in the Reference List
- To add more materials on 'General and Contemporary Economics' in the List of Recommended Readings and to remove Outdated Materials from the List




Fundamentals of Economic Growth and Development (ECOH 332)

- Suggestion to split the Syllabus into two different and focused syllabi
 - Economics of Growth and Economics of Development

Foundations of Behavioral Economics (ECOH 355)

- Suggestion to add the concept of "Risk Based Assessment" in the Syllabus

International Economics (ECOH 432)

- Suggestion to split the Syllabus into two different and focused Syllabi
 - International Trade and International Finance

Indian Economy (ECOH 531)

- Suggestion to add the topic "History of Rupee" in the Syllabus
- Suggestions received on the List of Recommended Readings
 - RBI Governors' Book
 - Link to Economic Documentaries

Applied Econometrics (ECOH 532)

- Suggestion to add more content in the Syllabus
 - New topics to be included: Time Series Econometrics, Qualitative Response Models (LPM, Logit, Probit and Tobit), Dummy Variable Approach, Introduction to Financial Econometrics

Computer Applications in Economics (ECOH 556)

- Suggestion to modify the Name of the Subject as "Applied Statistics", and to add Statistical Packages (E-Views, SAS etc.) in the Syllabus

Financial Economics (ECOH 631)

- Suggestion to include topics related to International Global Regulations, Banking and Credit, and Basic Balance Sheet of Banking

Environmental Economics: Theory and Application (ECOH 632)

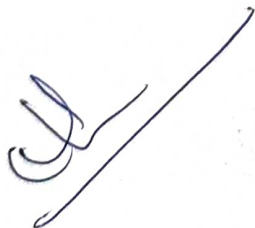
- Suggestion to add topics on "Environmental Submit Series" in the Syllabus and in the List of Recommended Readings

Environmental Economics: Theory and Application (ECO 642A)

- Suggestion to remove the Subject and introduce any one of the following Subjects in place
 - Introduction to Financial Derivatives / Financial Market / Capital or Debt Market

Psychology Studies

- The Syllabus of all Existing Subjects presented to the External Experts and reviewed
- **New Courses** introduced as Elective Subjects in the Third Year include Human Resource Management and Development, Clinical Psychology, Sports Psychology, Neuropsychology, Counselling Psychology, School Psychology, Introduction to Forensic Psychology, and Aviation Psychology



- **Positive Psychology and Cultural Psychology** added as Core Subjects in Semester 5 and Semester 6 respectively
- The Syllabus of all New Subjects were reviewed
- Practical Learnings that were included in all Subjects were accepted
- **History and Systems of Psychology** to be shifted to Semester 1, and **Social Psychology** to be shifted to Semester 2
- **Quantitative Research Methods** to be shifted to Semester 4, and **Health Psychology** to be shifted to Semester 3
- **Internship** to be shifted to Semester 6, and **Research Methods Lab II** to be shifted to Semester 5
- **Psychopathology** to be shifted to Semester 3 from the present Semester 4
- **Psychotherapy and Organizational Behavior** introduced as new Subjects, in place of Alternative English
- Decided to rename the Subject, Research Methodology I to **Quantitative Research Methods**
- Decided to rename the Subject, Research Methodology II to **Qualitative Research Methods**
- Unit 7 of **Functional Human Anatomy and Biochemical Processes** was removed due to redundancy
- The Syllabus of **Media Psychology** was approved by the Board for **BA Journalism (Honors) Programme**
- The Syllabus of **Cultural Psychology and Indian and Transpersonal Psychology** were approved by the Board for **MA in English with Cultural Studies Programme**

Dr Joby Thomas, Academic Coordinator, School of Business Studies and Social Sciences then presented the Changes in the Courses across various Curricula in the Programmes offered by the Deanery of Business Studies in the Bannerghatta Road Campus.

BBA (Honors) Programme

BBA (H) Semester 1

Business Enterprises presently offered in Semester 1 to be offered along with **Entrepreneurship Development** in Semester 3 with a new Syllabus, under the name, **Entrepreneurship Development**

Financial Accounting

- Structure of the existing Syllabus modified so as to maintain the sequence
- The Syllabus of Financial Accounting presented to the Board
- Suggestion to incorporate Indian Accounting Standards in place of IFRS to make the Syllabus more appropriate from the Indian context
- The Board suggested to offer Tally as an add-on Learning Resource
- More Practical Orientation from the perspective of the Industry to be offered in the Course

Interpersonal Communication shifted to Semester 1 from the present Semester 2, with the existing Syllabus.



Business Mathematics, Management Concepts, and Computer-Applications in Business to carry forward the existing syllabi in Semester 1.

BBA (H) Semester 2

Corporate Accounting

- Structure of the existing Syllabus modified so as to maintain the sequence
- The Syllabus of Corporate Accounting presented to the Board
- Suggestion from the Board to review the practical relevance of the contents; Syllabus may include more number of contemporary topics
- More Practical Orientation to be offered through the Syllabus

Society and Culture

- -The Syllabus of Society and Culture presented to the Board
- Topic on Cultural Relativism introduced in the Syllabus

E-Business to be offered in Semester 2, with the existing Syllabus.

Principles of Micro Economics and Business Statistics to carry forward the existing syllabi in Semester 2.

BBA (H) Semester 3

Marketing Management shifted to Semester 3 from the present Semester 4, with the existing Syllabus, in place of **Indian Financial System**.

Business Enterprises presently offered in Semester 1 to be offered along with **Entrepreneurship Development** in Semester 3 with a new Syllabus, under the name, **Entrepreneurship Development**.

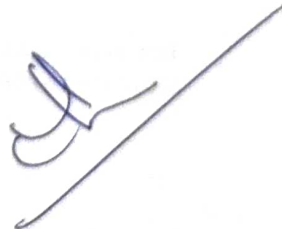
Cost Accounting, Organizational Behavior, Principles of Macro Economics, and Research Methodology to carry forward the existing syllabi in Semester 3.

BBA (H) Semester 4

Services Management

- **Services Management** introduced as a New Subject in Semester 4
- The Syllabus of **Services Management** presented to the Board
- The New Syllabus includes more topics on Consumer Behavior and IT Services
- Suggestion from the Board to focus on and include more content in contrasting the differences in the Selling of Products and Services
- Curriculum to be oriented towards the Customer-Centric process of Selling
- Curriculum to enable students understand the practical and sensitive issues in the Selling of Services

Indian Financial System shifted to Semester 4 from the present Semester 3, with the existing syllabus, in place of **Marketing Management**.



Banking and Insurance

- The Syllabus of Banking and Insurance presented to the Board
- More focus offered in the New Syllabus on Introduction to the Banking Sector in India with concepts on Collecting Banker and E-Banking introduced
- Separate Units on Life Insurance and General Insurance offered in the New Syllabus

Business Finance, Human Resource Management, Management Accounting, and Business Ethics and Sustainability to carry forward the existing syllabi in Semester 4.

BBA (H) Semester 5

Corporate Governance to be offered as a New Subject for the **BBA (H) Batch of 2015.**

Corporate Governance and Law (Batch of 2016)

- The Syllabus of Corporate Governance and Law presented to the Board. The Syllabi of Corporate Governance (Semester 5) and Corporate Law (Semester 6) to be combined to create this Subject in Semester 5

Direct Taxes

- The Board suggested to include topics on Indirect Taxes in the Syllabus, and rename the Subject as Business Taxation, if found suitable
- It was clarified to the Board that the name of the Subject would be retained as Direct Taxes for the Next Academic Year and if need be, the Name of the Subject could be modified in future

Suggestion from the Board was elicited to identify the Three Elective Subjects to be offered out of the Four Choices in Marketing, Finance and HR respectively.

- Suggestion to exclude **Strategic Financial Management and Supply Chain Management**
- The Board also suggested that **Compensation Management** offered in Semester 5 may be combined with **Performance Management** offered in Semester 6, to offer as a Single New Subject

Elective Subjects in Finance to be offered to the BBA (H) Batch of 2015

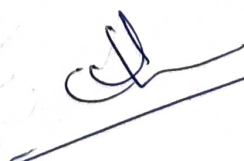

- Security Analysis and Portfolio Management
- Global Business Finance
- Strategic Financial Management

Elective Subjects in Finance to be offered to the BBA (H) Batch of 2016

- Security Analysis and Portfolio Management
- Global Business Finance
- Financial Modelling and Derivatives

The Board also suggested to emphasize on discussing the Place and Origin of Products in **International Business.**

International Business, Strategic Management, Security Analysis and Portfolio Management, Global Business Finance, Financial Modelling and Derivatives, Consumer

Behavior, Brand Management, Retail Management, Industrial Relations Law, and International Human Resource Management to carry forward the existing syllabi in Semester 5.

BBA (H) Semester 6

Suggestion from the Board was elicited to identify the Three Elective Subjects to be offered out of the Four Choices in Marketing, Finance and HR respectively.

- Suggestion to retain **Management Control Systems**
- Suggestion from the Board to focus more on the Selling Concept than the Sales Concept in **Sales Management**
- Suggestion to combine the Syllabi of **Advertising Management** and **Digital Marketing**, and to offer it as a Single New Subject
- Suggestion from the Board to include the more judicious and effective use of Social Media, such as Facebook and LinkedIn, in **Digital Marketing**
- The Board also suggested that **Compensation Management** offered in Semester 5 may be combined with **Performance Management** offered in Semester 6, to offer as a Single New Subject

Elective Subjects in Finance to be offered to the BBA (H) Batch of 2015

- Indirect Taxes
- Mergers and Acquisitions
- Advanced Management Accounting

Elective Subjects in Finance to be offered to the BBA (H) Batch of 2016

- Indirect Taxes
- Mergers and Acquisitions
- Project Appraisal

Indirect Taxes

- The Board suggested to include topics on Direct Taxes in the Syllabus, and rename the Subject as Business Taxation, if found suitable
- It was clarified to the Board that the name of the Subject would be retained as Indirect Taxes for the Next Academic Year and if need be, the Name of the Subject could be modified in future

Management Information System, Production Management, Business Law, Mergers and Acquisitions, Project Appraisal, Sales Management, Rural Marketing, Human Resource Development, Organization development, and Strategic Human Resource Development to carry forward the existing syllabi in Semester 6.

BBA (Finance and International Business) Programme

BBA (FIB) Semester 1

No change. All Subjects (Finite Mathematics, Principles of Accounting I, Business Enterprises, Developing Fluency and Clarity in English, Introduction to End User



Computing, and World Ecological Problems) to carry forward the existing syllabi in Semester 1.

BBA (FIB) Semester 2

No change. All Subjects (Thought and Writing, Interpersonal Communication, Introduction to Global Business, Principles of Accounting II, Business Statistics, and Principles of Micro Economics) to carry forward the existing syllabi in Semester 2.

BBA (FIB) Semester 3

No change. All Subjects (Public Speaking, Principles of Sociology, Organizational Behavior, Research Methodology, Principles of Macro Economics, and Business Ethics and Sustainability) to carry forward the existing syllabi in Semester 3.

BBA (FIB) Semester 4

Corporate Finance

- Subject proposed by Western Michigan University
- The Syllabus of Corporate Finance presented to the Board
- The Syllabus has been sequenced
- Topics on Capitalization omitted from Unit 3

International Marketing

- Subject proposed by Western Michigan University
- The Syllabus of International Marketing presented to the Board
- More new Concepts included in the Syllabus
- Students to be made better aware of the P's of Marketing
- Suggestion to include topics on the Strict Regulations in the European Union, and Extended Producer Responsibility (EPR) and its impact on the Environment

Cost and Management Accounting

- The Syllabus of Cost and Management Accounting presented to the Board
- Units in the Syllabus renamed to bring in more clarity
- Topics on Process Costing and Fund Flow Statements removed from the Syllabus

Pacific Rim Asian Societies

- The Syllabus of Pacific Rim Asian Societies presented to the Board
- Topics on East Timor also included in Unit 1

International Human Resource Management and Critical Thinking in Politics to carry forward the existing syllabi in Semester 4.

BBA (FIB) Semester 5

No change. All Subjects (Direct Taxes, Strategic Management, Advanced Management Accounting and Reporting, International Trade and Logistics, International Financial Management, Security Analysis and Portfolio Management, and Internship Report) to carry forward the existing syllabi in Semester 5.



BBA (FIB) Semester 6

No change. All Subjects (Management Information System, Production Management, Banking and Insurance, International Business Law, Indirect Taxes, Mergers and Acquisitions, and Project) to carry forward the existing syllabi in Semester 6.

BBA (Tourism and Travel Management) Programme

BBA (T) Semester 1

Financial Accounting

- A New Syllabus for Financial Accounting created
- The Syllabus of Financial Accounting presented to the Board
- All Units made similar to the Units in the BBA (H) Syllabus, except the Last Unit
- In the Last Unit, instead of Partnerships, Hotel Accounting included
- Suggestion from the Board to include Tourism Accounting in place of Hotel Accounting
- Inclusion of Hotel Accounting was justified as Book Keeping in Hotel Accounts was found to be very different from the other Book Keeping Techniques, followed in general

Travel Writing for the Print Media

- Syllabus for the Subject remains the same; Change in Subject Code considered

Fundamentals of Tourism, Tourism Industry, and Business Management to carry forward the existing syllabi in Semester 1.

BBA (T) Semester 2

Corporate Accounting

- The Syllabus of Corporate Accounting sequenced to make the Topics appear more relevant
- The Syllabus of Corporate Accounting presented to the Board
- The relevance of the Subject for Tourism Students was explained to the Board

Indian Tourism Products and Geography, Fundamentals in Hotel Management, Organizational Behavior, and Travel Reporting and Editing to carry forward the existing syllabi in Semester 2.

BBA (T) Semester 3

Indian Financial System

- Syllabus of Indian Financial System sequenced
- The Syllabus of Indian Financial Accounting presented to the Board
- Large Units further sub divided into Smaller Units
- Topics on Other Capital Markets included in the Syllabus



- Topics on Tourism Financial Corporation of India (TFCI) also included in the Syllabus

Tourism Marketing, Tourism Business Environment, Cost Accounting, Entrepreneurship Development, and Business Economics to carry forward the existing syllabi in Semester 3.

BBA (T) Semester 4

Research Methodology

- The Syllabus of Research Methodology presented to the Board
- Units 6 and 7 combined to form a Single Unit
- Unit 8 to include Analysis along with the support of Statistical Applications; Inclusion of Statistical Applications received much appreciation from the Board
- Suggestion from the Board to rename Unit 3

Travel Agency and Tour Operations, Financial Management, Human Resource Management, Travel Media and Communication, and Travel Reporting and Editing to carry forward the existing syllabi in Semester 4.

BBA (T) Semester 5

International Tourism I and II

- The Syllabus of International Tourism I (Semester 5) and International Tourism II (Semester 6) presented to the Board
- The existing vast Syllabus of International Tourism, presently offered in Semester 6 divided into two, spread across two Semesters
- International Tourism I offered in Semester 5 to include North America and South America
- International Tourism II offered in Semester 6 to include Europe, Africa, Asia and Australia

Elective Subjects offered in Finance the same as those offered in BBA (H), with the existing Syllabi.

Elective Subjects in Finance to be offered to the BBA (T) Batch of 2015

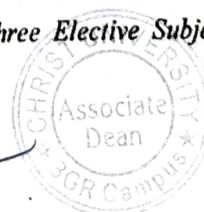
- Security Analysis and Portfolio Management
- Global Business Finance
- Strategic Financial Management

Elective Subjects in Finance to be offered to the BBA (T) Batch of 2016

- Security Analysis and Portfolio Management
- Global Business Finance
- Financial Modelling and Derivatives

Consumer Behavior in Tourism introduced as a New Elective Subject in Tourism.

Suggestion from the Board was elicited to identify the Three Elective Subjects to be offered out of the Four Choices in Tourism.

Elective Subjects in Tourism to be offered in Semester 5

- Destination Management
- Consumer Behavior in Tourism
- Sustainable Tourism

Management Accounting, E-Business, Security Analysis and Portfolio Management, Global Business Finance, Strategic Financial Management, Financial Modelling and Derivatives, Destination Management, Consumer Behavior in Tourism, Retail Management, and Sustainable Tourism to carry forward the existing syllabi in Semester 5.

BBA (T) Semester 6

The Syllabi for **Business Law and Strategic Management** adopted from the BBA (H) programme.

Elective Subjects offered in Finance the same as those offered in BBA (H), with the existing Syllabi.

Elective Subjects in Finance to be offered to the BBA (T) Batch of 2015

- Indirect Taxes
- Mergers and Acquisitions
- Advanced Management Accounting

Elective Subjects in Finance to be offered to the BBA (T) Batch of 2016

- Indirect Taxes
- Mergers and Acquisitions
- Project Appraisal

Leisure and Recreation Management introduced as a New Elective Subject in Tourism.

Suggestion from the Board was elicited to identify the Three Elective Subjects to be offered out of the Four Choices in Tourism.

Elective Subjects in Tourism to be offered in Semester 6

- Leisure and Recreation Management
- Aviation and Transportation Management
- Integrated Marketing Communication

Advertising for Tourism and Hospitality, Aviation and Transportation Management, and Integrated Marketing Communication to carry forward the existing syllabi in Semester 6.

MBA (Tourism and Travel Management) Programme

MBA (T) Semester 1

Principles, Policies and Practices of Tourism

- A Conceptual Paper offered in Semester 1



- The Syllabus of Principles, Policies and Practices of Tourism presented to the Board
- Contents in the Syllabus made more elaborate
- Emphasis in the New Syllabus on the Evolution of Modern Tourism and Basic Motivations of Tourism
- Impacts of Tourism discussed in more detail in the New Syllabus

Heritage Tourism

- Major revisions carried out in the Subject Syllabus to emphasis on the Heritage Overview
- The Syllabus of Heritage Tourism presented to the Board
- All the Units made more elaborate
- More elaborate information on the Heritage Interpretations of various Ages included in the Syllabus
- Architectures, Cultures, Folk Traditions and Literatures focused on in the New Syllabus
- Planning, Development and Marketing of Heritage Tourism discussed in more detail
- Heritage Sites of India and Heritage Walks also included in the Syllabus with the support of practical learning
- Subject to be discussed more from a Tourism perspective than Historical perspective

French Language I, Principles of Management, Research Methodology, Accounting for Managers, and Tourism Resources and Products to carry forward the existing syllabi in Semester 1.

MBA (T) Semester 2

No change. All Subjects (French Language II, Business Statistics, Tourism Management Information System, Human Resource Management and Labor Laws, Geography for Tourism, Finance for Managers, and Travel Consultancy and Tour Operations) to carry forward the existing syllabi in Semester 2.

MBA (T) Semester 3

No change. All Subjects (Managerial Communication, Economics and Business Environment, Entrepreneurship, Marketing for Hospitality and Tourism, Tourism Planning and Development, Sustainable and Green Tourism, and Internship Report) to carry forward the existing syllabi in Semester 3.

MBA (T) Semester 4

No change. All Subjects (FOREX Management, Business Policy and Strategic Management, Organizational Behavior, Business Ethics and Corporate Governance, Dissertation, International Air Ticketing, Airline and Cargo Management, Event Management, and Hotel Operations and Management) to carry forward the existing syllabi in Semester 4.



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2. *To consider and recommend changes in the Mid Semester and End Semester Examination Question Paper Patterns for MBA (Tourism and Travel Management)*

The Mid Semester and End Semester Question Paper Patterns for MBA (Tourism and Travel Management) were presented to the Board.

Mid Semester Question Paper Pattern (for 50 Marks and 2 hours)

SECTION – A (20)	SECTION – B (20)	SECTION – C (10)
4 x 5 = 20 (Answer 4 out of 5 questions)	2 x 10 = 20 (Answer 2 out of 3 questions)	1 x 10 = 10 (Answer 1 compulsory question)

End Semester Question Paper Pattern (for 50 Marks and 2 hours)

SECTION – A (20)	SECTION – B (20)	SECTION – C (10)
4 x 5 = 20 (Answer 4 out of 5 questions)	2 x 10 = 20 (Answer 2 out of 3 questions)	1 x 10 = 10 (Answer 1 compulsory question)

3. *To propose and approve the List of External Examiners for MBA (Tourism and Travel Management) Programme*

The List of External Examiners for the MBA (Tourism and Travel Management) Programme was presented to the Board. The Members in the Board appreciated and approved the List.

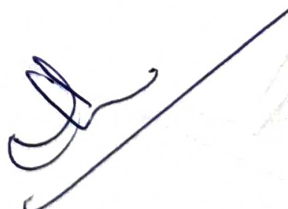
4. *To consider and recommend changes in the List of Open Elective Programmes*

The List of 13 Open Elective Programmes and 18 Open Elective Programmes offered in the Odd and Even Semesters respectively were presented to the Board.

5. *To consider any other matter with the permission of the Chair*

The External Members in the Board enquired about the Value Addition offered to BBA (T) Students who later joined the MBA (T) Programme, the Mentoring Initiatives undertaken by the Deanery, and Training in Soft Skills that are offered to the Students. The queries were answered. The Board was made aware of the extended and extensive Curriculum offered in MBA (T), the Mentoring Schedule for all Classes, as is being strongly included and followed through all Class Time Tables, about the Skill Development Sessions and the Industry-Institute Interface Sessions organized every week, and the extensive support offered to Students to participate in National and International Competitions, Events and Fests.

The External Members in the Board also enquired about the 70:30 Ratio of Internals and End Semester Examination Evaluations, the bias that may crop in during the process of Internal Evaluations, and about the Online Learning Resources used. All queries were answered. It was explained to the Board that Students were receptive to the 70:30 Ratio of Internals and End Semester Examination Evaluations as it was observed that the Scheme helped in increase of their Overall Percentage by 4 to 5%. Bias during Evaluations were reduced to a great extend with the support of various Training




Programmes offered to Faculty Members on the same during the Quality Improvement Programmes (QIPs), Faculty Development Programmes (FDPs) and with the help of the CIA Rubrics, and in many instances by also including Students in the Internal Evaluation Process. External Members were also made aware of the Learning Management System (LMS), Pearson's Learning Lab and the use of MOOCs to support Student Learning.

The Associate Dean also explained the process of designing Continuous Internal Assessments (CIAs) for all Subjects and the process of Admissions followed by the University to attract quality and competent students.

The External Members present in the Board appreciated the School of Business Studies and Social Sciences on the immense work done to make all the Programmes to be of very high standards, aligning them with the latest trends in the Industry as well as with the UGC Regulations. The Experts also appreciated the efforts taken in eliciting opinions from the Industry and Academic Experts while restructuring the syllabus and also introducing contemporary topics in the Curriculum. They wished School of Business Studies and Social Sciences the very best in nurturing and leading Future Leaders in mind and in heart.

With no other matters to discuss, the Chairperson, Dr Jyothi Kumar adjourned the meeting.

Prof. Bindi Varghese, Faculty Member, School of Business Studies and Social Sciences proposed the vote of thanks.


Dr Jyothi Kumar
Chairperson – Board of Studies
Associate Dean
School of Business Studies and Social Sciences
Christ University
Bannerghatta Road Campus
Bengaluru



BoS Meeting held on 28/01/2017

No.	Name	Signature
External Members		
1	Dr Rajendra Chenni	Chenni
2	Dr Etienne Rassendran	Rassendran
3	Dr Swati Chanda	Chanda
4	Dr Sweta Mukherjee	Sweta
Internal Members		
1	Angelin Sanchez	Sanchez
2	Arun D M	- ABSENT -
3	Bharati A	Bharati
4	Gaana J	Gaana
5	Lakshmi Narayan V	Lakshmi
6	Meghna Mudaliar	Mudaliar
7	Pramod Kumar Das	Pramod
8	Priya V	Priya
9	Renu Elizabeth	Renu
10	Sanjoy C K	Sanjoy
11	Shaheen Ebrahimkutty	Shaheen

Minutes of the first Meeting of the Board of Studies of the English Studies cluster at the School of Business Studies and Social Sciences, held on 28 January 2017 at 11.30 am at Room 501, Academic Block, BGR Campus Christ University.

In the Chair: Gaana J. Academic Coordinator

Members Present

Gaana J;
MeghnaMudaliar
Renu Elizabeth Abraham
Sanjoy C. K.
Pramod Kumar Das
Bharathi A
Angeline Sanchez
Priya V
ShaheenEbrahimkutty
Lakshmi Narayan

Invitees:

Sweta Mukherjee

External Experts

Dr. RajendraChenni
Dr. Etienne Rassendren
Dr. Swati Chanda

Leave of Absence

Arun D. M.

Declaration of Quorum and Calling the Meeting to Order

The Chairperson declared the validity of the quorum and called the Meeting to Order.

Matters on the Agenda

1.4.1

- **To consider and recommend the changes in curriculum for English Courses**
 - Ratify the syllabi of existing courses and the M. A. Cultural Studies course

- ENGB 121, the BOS discussed if streaming students between classes was possible, and concluded that it was not, due to the difficulties involved in grading the triple majors and other courses
- Change in EPH courses were then discussed
- In Reading Poetry, Unit 3 form and genre were discussed and was explained that the course is 45 hours one and the textual analysis will be elementary, so that the students acquire a basic understanding of the writer's choice of form
- ENGH - Unit 2 - the objective needs to be changed to suit the unit
- Gender Studies - students to watch movies on their own
 - a. the visual text may be too graphic (the screening needs to be moderated)
 - b. could consider including materials to address issues pertaining to transgender
- British Literature - Spelling error - "Essays of Ilia" to be changed as "Essays of Elia"
- American literature I has only 4 units - Unit 5 is a printing error
 - a. could include representations from Native American literature
 - b. For e.g., the Navajo creation myth
- American Literature II - is novel heavy
 - a. pedagogical decisions to be made on the number of novels taught in detail or discussed in sample
- Literary Criticism and Critical Theory
 - a. the members discussed the difficulties of teaching classical texts but chose to retain them for the better
- Children's Literature
 - a. politics of publishing was addressed and discussed and the members concluded that the process of mediating texts for publication itself addresses the topic of 'politics of publishing'
 - b. a one day seminar is also organized with publishers and authors to address this issue

The Board of Studies reviewed the proposed changes in curriculum for ENGB 121, 221, AEN H 121/221; ENGH 131,141,142, 432 as presented at the meeting. Having considered the validity of the reasons for the suggested changes, the Board approved the same subject to approval of the Academic Council.

- *To consider and approve English Courses: The new courses in English Studies and English Honours were approved with few suggestions. The following points were discussed:*
 - The papers for EST for EPH were ratified as there were no changes. New papers were also passed for the programme including Reading Poetry and Reading the Short Story in Semester 3 and 4

- As the syllabi for three major courses of the third semester BA English Honours programme, i.e., American Literature 1; Literary Criticism and Theory; and Language, Interaction and Society, were reworked, there was an engaging exchange of thoughts on these courses.
- The first of these courses, American Literature 1, is part of a two paper course spread over two semesters. Earlier it had been taught as a single paper and as it was difficult to cover such a vast number of texts during one semester, it was split into two courses, American Literature 1 and American Literature 2 for the third and fourth semesters respectively. It was observed at the BOS meeting that some sections of the concerned paper for the third semester were rather disorganized and hence need to be sorted in a more coherent manner. It was also suggested by Prof. Etienne that there should be some representation of Native American writing in the syllabus.
- The Literary Criticism and Theory course was rigorously examined as well. The recommendations that precipitated from the discussions suggested a re-visioning of the paper in terms of the weightage given to the 'theory before theory' and literary criticism part of it. It was suggested by the experts that the earlier philosophical and liberal humanist traditions of Western theory could be condensed into a panoramic overview so that greater focus may be directed to theoreticians starting out from T. S. Eliot onwards.
- Similarly, the Language, Interaction and Society paper sparked an engaging discussion on how to socially and historically locate a subject like Linguistics. There was a general agreement on the significance of studying the intricacies of language against the backdrop of social variables as use of language including its pronunciation etc., also emerge in everyday life as tools of discrimination.
- Paper on Dalit Studies needs a better Unit description and title clarity. Caste and Gender to also surface more in the paper.
- **ENGH 131 -British Literatures I:**
 - a. Suggested change is the spelling to be corrected in Essays of Ellia
- **American Literature I:**
 - a. Inclusions are to be made in the second unit. Unit 5 title to be removed. Unit 4 title to be corrected. Also, suggestions were made to add native American writers into the paper.
- **American Literature II:**
 - a. Suggestions were made to reduce the number of novels. And to keep certain texts for CIA evaluation.
- **19th century Indian literature and Thought:**

- a. Title change accepted.
- **Literary Criticism and critical theory:**
 - a. Suggestions were made to incorporate more of changing theories. Paper needs to be fluid.
- **Language, Interaction and society:**
 - a. No change.
- **Children's literature:**
 - a. Suggestions were made to incorporate politics of publication into the syllabi
 - b. Also addition of Kannada children's books/ literary works.
- **Postcolonial Literatures:**
 - a. Suggestions were made to include Ngugi/ Trivedi
 - b. And to rethink about the selection of texts.
- **Language, classroom study:**
 - a. No need of such extensive study- suggestions were made to make it understandable and ideate rather than a complete study.
- **Cultural studies:**
 - a. Objectives need to be reworked. Also to include Ashish Nandy.

Electives:

- **Indian literature problems and perspectives:**
 - a. Suggestions were made to include a short story of Aijaz Ahmad.
- **Reading Graphic Narratives:**
 - a. Suggestions were made to include Indian political cartoons.
 - b. References were also made to Pramod K Nayar's recent publication 'India and Cartoons'
- **Reading Science Fiction:**
 - a. Suggestions were made to theorize it rather than a mere reading- also to add an introductory unit for theory.

Gender studies:

- a. Include texts on Dalit feminism/ gender in relation to other. Add Gopal Guru in the syllabi.

- **Translation studies:**
 - a. To include texts on translated works.
 - b. Add the practical aspects of translation into English.
- **Dissertation:**
 - a. Imbalance between the two forms of assessments. Suggestions were made to check the oral interpretation of electronic works.
- **Introduction to popular culture:**
 - b. Unit IV is weak and needs to be reworked. Add Walter Benjamin / Fiske into the syllabi.
- **Popular culture:**
 - a. Consider the syllabi.
- **Contemporary American Novels:**
 - a. Needs to be more structured/ thematic/ more in chronological order.
 - b. Also, to include contemporary writers and popular American fiction.
- **Dalit literature:**
 - a. Suggestions were made to rework the units rationale. Taxonomy of the units, and to add texts on gender and caste.

• **Suggestions were also made to include papers dealing with Popular Music/ Dance.**

• The discussions were fruitful and suggestions made were noted down by the Coordinator and the concerned faculty members in order to convert them in the best possible manner to facilitate proper learning.

• ***To consider and recommend the new PG Programme-MA in English with Cultural Studies, as per the Programme Document in Annexure C***

The three reviewers expressed approval at the creation of a new and significant programme in the field. They suggested that the programme be run as scheduled; however, several key points were recommended and discussed. It was decided that immediate changes would be implemented wherever possible and long-term changes could be kept in mind for future batches. The details are as follows.

General feedback on the programme:

The reviewers expressed the concern that the course seems compartmentalised into separate disciplines and that a more interdisciplinary approach focusing on Cultural Studies could be

implemented. It was suggested that instead of having genre-based courses, the programme could be visualised in terms of contemporary areas of study.

The following are a few of the general suggestions made by the reviewers:

- The approach to the programme in general needs to be more integrated with reference to Cultural Studies.
- Genre-based courses could be rethought in terms of chronological papers that combine the reading of canonical literary texts with cultural artefacts from the selected period, such as the study of the Renaissance period using calendar art from the time.
- Syllabi could include different forms such as dance, music, little magazines, and cinema. Prof. Cheny suggested the study of cinema and secularism with the example of the inclusion of Muslim women as singing actors in early Indian cinema. He suggested that the two specific rubrics of problematics and thematic could be used to restructure the existing syllabi.

Recommendations for specific courses:

- **Critical Theory I and II:**
 - Consider revising the decision to include a theory paper in the first semester.
 - Critical theory should be centred on the question of debate.
 - Contextualised historical readings could be considered instead of theoretical texts.
 - The course could begin with a discussion on what literary theory is.
- **Introduction to Cultural Studies:**
 - The reviewers suggested that theory-based units should be rethought.
 - They recommended a reorientation of the basic framework of the course in terms of thematic units.
 - Suggestions for thematic units include representation, mimesis, aesthetics, and popular culture.
- **Colonial and Pre-colonial India:**
 - Prof. Etienne suggested that instead of a history-based course, a more pertinent elective could be a course on representations of India. He suggested that approached such as new historiography would be more relevant.
 - Such a course could include modules such as definitions of representation, the study of film as genre, and an active focus on the learner's responses to texts.
 - He also described a course at his institution on explorations in contemporary narrative, which includes the reading of genres such as science fiction, graphic novels, and travelogues, and suggested that such a course would reflect a more integrated approach to texts.

The discussion on the MA programme concluded with the decision that immediate changes will be discussed by the English Studies team and implemented wherever possible. The reviewers expressed their readiness to be available to offer feedback if required.

- *To consider any other matter with the permission of the Chair*

With no other matters to discuss the Chairperson adjourned the meeting thanking all the participants.



(Name) GAANA J.

Chairperson

Board of Studies

Revision and new courses introduced as per the feedback given by the stakeholders

The Department after conducting a need analysis and **incorporating suggestions from various stakeholders** proposed the need for introduction/revision of courses and programs. The proposals were discussed in the Curriculum Design and Development Committee. After its due process and approval, the faculty members of the department framed the necessary content considering employability/entrepreneurship/skill development aspects and submitted it for the approval of the **Board of Studies of Department of English BGR Campus**. These changes will be incorporated from the academic year **2017-18**.

List of courses that are revised and newly introduced are presented below:

1. British Literature I
2. American Literature I
3. American Literature II
4. Literary Criticism and Critical Theory
5. Language Interaction and Society
6. Children's Literature
7. Postcolonial Literatures
8. Language, Classroom Study
9. Cultural Studies
10. Indian Literature: Problems and Perspectives
11. Reading Graphic Narratives
12. Reading Science Fiction
13. Gender Studies
14. Translation Studies
15. Introduction to Popular Culture
16. Popular Culture
17. Contemporary American Novels
18. Dalit Literature
19. All Courses in the new PG programme- MA in English with Cultural Studies.

