



THE ASSAM  
ROYAL GLOBAL UNIVERSITY  
— GUWAHATI —

# **CRITERION 1**

## **CURRICULAR ASPECTS**

**METRIC NO.**  
**1.2**

**Academic Flexibility**

**Minutes of Board of Studies Meeting**

**Royal School of Business**

School: - Royal School of Business (RSB)

University: Assam Royal Global University

No. & Name of Meeting: 1st BOS meeting of RSB

Date: - 23.05.2018

Time → 11:00 AM

Venue: - BOG Room

Timing: 11AM

Members & Structure of BOS - RSB  
(A/s - 2018-2019)  
Jan. June

Sl No	Name	Designation	Signature
1.	Dr. Manoj K. Jain	Chairperson cum member secretary.	M.K.J.
2.	Ms. Sunila Dutta	Nominee of Registrar - RGU	A. Sunil
3.	Prof. S. S. Sarkar	External Expert	S. S. S. 23/5/18
4.	Dr. Tarak Paul	Member	T. Paul
5.	Ms. Arpee Saikia	Member	Arpee Saikia

Mr. Rohit Verma of RSB attended as special invitee

Rohit

### AGENDA OF THE MEETING

1. Finalisation of the Revised curriculum structure for BBA & MBA course as well BBA + MBA Integrated course
2. Finalisation of detailed syllabus for BBA & MBA course. as well as BBA + MBA Integrated course.

M.V.G.  
23/05/18  
JIMMY

# Minutes of the meeting of the Board of Studies held on 23<sup>rd</sup> of May, 2018

A meeting of the Board of Studies was held in BOG Room on 23<sup>rd</sup>, day of May, 2018 at 11AM.

**Present :** Dr. (CA) Manoj Jain, Professor & Deputy Dean of Royal School of Business ( Chairperson ) Professor S.S Sarkar ( External Expert ) ,Tezpur University , Ms. Sunita Dutta of RSB ( Nominee of Registrar, RGU) ( Absent with permission of Registrar ), Dr. Tarak Paul of RSB ( Member ), Ms. Arpee Saikia Baruah of RSB( Member ) and Mr. Rohit Verma of RSB (Special invitee )

The Chairperson of the BOS meeting, Profeseor Dr. ( CA ) Manoj Jain welcomed the members to the first meeting of the Board of Studies of Royal School of Business for the Academic Year 2018-2019. In particular he extended his heartiest welcome to the External Expert , Professor S.S Sarkar, Tezpur University.

**1. Approval of Agenda: Accepted**

- 2. Matters Arising:** The External Expert Professor appreciated to the launch of the new University " Royal Global University" and has made the following valuable suggestions towards an effective Syllabus Structure as well as Course content after going through the detailed Syllabus prepared by faculty team of RSB with the help of one faculty member of Department of Economics & one faculty member of Computer Science department of RSET.

M. K. J.

R. V.

R. P.

A. S.

1. The BBA MBA integrated course must be revisited with AICTE and UGC revised norms.
- 2 The generic electives will be offered by other departments of RGU keeping in mind the need of Management Students.
- 3 The naming of the term "Generic Elective" to be reviewed.
- 4 A uniform format of the syllabus to be followed which includes course description, course outcome etc.
- 5 Checking for restrictions (if any) on the total number of credits a student can take up in case he/she has a back and is reappearing for the same. The long term of objective of maintaining a balance of the load a student can bear needs to be kept in mind.
- 6 Deciding about the maximum time frame within which a student can complete the course. Students to be given considerable space in this regard.
- 7 It was recommended that around 20% of the total credits can be taken up as electives from MOOC. (As per UGC norms and guidelines). It can be taken from NPTEL, SWAYAM and IIM Bangalore. As per Sarkar Sir, modalities for examination structures for such courses are under consideration of UGC and very soon UGC may be coming with directions in regard to pattern of MOOC.
- 8 The nomenclature of the subject 'Business Environment' (BBA) to be reviewed. Proposed: Economic Environment of Business. Also the topic on 'GATT' included in the syllabus to be reviewed as the topic is redundant in the current scenario.
- 9 It was suggested to include tutorials in the time table along with lectures making the total sessions reflected in the syllabus to around 45-50 sessions. That could provide a justification regarding the number of weeks available for classes i.e. approx 15 weeks or  $15 \times 4 = 60$  classes as against only 40 sessions shown in the syllabus.-
- 10 Tally to be kept as optional along with other courses to be offered such as ERP/Banking software etc.
- 11 Make an analysis of the loading of various specializations and then synchronize accordingly. Eg: Total number of papers offered under HR/Marketing/Finance etc.



M. 2 f -



- 12 Banking paper to be included in the course. Proposed: Banking Law & Practices; Insurance practices
- 13 For Business Statistics (BBA) the reference book to be reviewed. Reference books need to be slightly different than text books.
- 14 Business Ethics (BBA) textbook to be restricted to only one. Also uniformity related to the number of textbooks and reference books to be followed by all. Proposed: 1 textbook and at least 2 reference books.
- 15 Corporate strategy (MBA) to be renamed as Strategic Management. Also, the traditional nomenclature of certain subjects to be continued.
- 16 The total credits for MBA was reviewed and placed at 109 credits from 121 credits. Certain papers were omitted and certain papers were combined to attain the final credits. Details reflected in the course structure.
- 17 Indian Ethos and Business Ethics and CSR & Sustainability to be merged and offered in the 4<sup>th</sup> semester.
- 18 In Managerial Economics, the macro part needs to be elaborated and parts from Indian Economy (Unit 2 and Unit 3) to be included in it. Indian Economy removed from the course structure.
- 19 Grand Project in the final semester to be renamed as Dissertation project and credits also reviewed and kept at 3 credits. So, SIP and Dissertation stands at 3 credits each. The credit requirements as per UGC and AICTE to be adhered to in the process. AICTE total 6 credits which we have divided into 3 summer project and 3 Thesis/Dissertation
- 20 Production and Operations Management to be named as Operations Management and placed at 2<sup>nd</sup> semester instead of 3<sup>rd</sup> semester. At the same time Operations Research to be placed in 3<sup>rd</sup> semester instead of 2<sup>nd</sup> sem.
- 21 HRM (MBA) textbook to be revised. Advised to include additional text book along with Ashwathappa.
- 22 An Indian authored textbook to be included for Consumer Behaviour.
- 23 For Services Marketing, a foreign authored book to be included, the content of the syllabus needs to be elaborated and also an updated textbook to be included.

M.K.J.







- 24 Entrepreneurship specialization to be re-thought of. Proposed: merging Entrepreneurship and Family Business as one specialization. Adequate books on Entrepreneurship not available. Also the availability of faculty members to be taken into consideration.
- 25 For the subject Leadership Development, the book format needs to be changed.
- 26 In Indirect Taxes for BBA, the topic on GST (unit 4) to be removed and the syllabus readjusted.
- 27 A short-term workshop on Business Analytics to be conducted, for Faculties, Students, Research Scholars .

**Date of Next Meeting :** The next BOS meeting will be held on a suitable date after proper approval of Registrar, RGU. The meeting concluded at 4.30 PM

M.K.J. ✓      ✓      Prithvina

Amal

Amal

Dated: 23/05,

Expert's Comment:

The course structure for BBA and M.B.A have been perused and detailed discussion have been carried out. Minor modifications are suggested to match the credit requirements as per AICTE/UGC norm.

S. S. Sankar.  
23/05/18

(S. S. SANKAR)

## Action Points post Board of Studies meeting which was held on 23.05.2018

1. The Board of Meeting was successfully and effectively held on 23<sup>rd</sup> May, 2018 in the presence of Dr.( CA ) Manoj Jain, Professor RSB ( Chairperson ), Dr. S. S. Sarkar, Professor, Tezpur University( external member ) and other faculties of Royal School of Business.
2. A uniform format for the preparation of syllabus was recommended and it has been incorporated with Course Description, Course Objectives and Course Outcome included in each paper.
3. It was recommended that 20% of the total course credits can be taken as Electives from MOOC. It can be taken from NPTEL, SWAYAM, IIM Bangalore etc. Modalities of examinations of such courses are under consideration at UGC and UGC is expected to come out with notifications regarding the same shortly. This suggestion is well taken and we are in the process of reviewing our course to include these subjects.
4. It was suggested to include Tutorials in time table along with Lectures making the total sessions reflected in the syllabus to around 40-45 sessions (for a 4 credit course). This could provide a justification for showing only 40-45 sessions in a 4 credit course as the remaining 12-13 sessions shall be Tutorial sessions not included in the syllabus. This suggestion was well taken and adopted for BBA course structure.
5. The BBA+MBA Integrated course (4 years full time): Course structure has been prepared by the faculties of Royal School of Business and the same is under review by concerned authorities.
6. In BBA 4<sup>th</sup> Semester, it was suggested that over and above the TALLY ERP V.9 being offered, other options like Banking Software, HRIS etc may be included. The same has been accepted by us.
7. A new paper on **Banking and Insurance** was suggested to be included for the BBA course which has been included.

M. K. J.  
30/5/2018



8. MBA course credit was structured at 121 credits and on the suggestion of the External member, the same has been brought down to 109 credits.
9. Regular short term workshops/seminars on relevant topics must be conducted at regular intervals. We already have an existing process for the same under which we conducted a GST workshop in April, 2018 and we are in process of conducting another workshop on Business Analytics with the help of Tezpur University.
10. Other minor suggestions regarding syllabus content, textbook and reference books etc were also given most of which has been incorporated.

M. K. J.  
30/05/2018

**Action Points post Board of Studies meeting held on 23.05.2018**

1. The BBA-MBA Integrated course (4 years full time)- The Course structure as well as the course content has been duly prepared by the faculties of Royal School of Business in consultation with Prof. U.R.Dhar, Advisor, Royal School of Business.
2. A Separate Board of Studies Meeting shall be held sometimes in July, 2018 relating to Executive MBA Programme (2 years).

M.K.J.  
12/06/2018

Name & No of the Meeting: 2nd BOS Meeting of the Schools under RSB

DATE - 11-02-2019

Time: 10:00 AM  
Venue: BOG Room

Members

Sl. No	Name	Designation	Signature
1.	Dr. M. K. Jain	Chairperson Cum. Merit Secretary	M.K.J.
2.	Dr. Monalisha. Deka	Nominee of Registrar	Absent.
3.	Prof. S. S. Sarkar	External Expert	Sc. S.S. Sarkar 11/02/19
4.	Dr. Tarak Paul	Member	T.P.
5.	Arun Saikia	Member	A.S.
6.	Biswajit		

Special Invitee:

- (a) Dr. Dipjyoti Bhuyan, Asst Prof, MA Pol (Sc)
- (b) Kastav Padmapati, " MA Pol (Sc)

Agenda:

1. Finalisation of the Course Structure of MA (PA)
2. Credit point discussion related to MA (PA)
3. Review of RSB odd semester Syllabus
4. Discussion ways for effective SIP & Major Project.
5. Any other matters deemed fit for discussion in BOS.

M.K.J.  
8/2/2019

## Minutes of the meeting of the Board of Studies held on 11<sup>th</sup> of February, 2019(RSB)

A meeting of the Board of Studies was held in BOG Room on 11<sup>th</sup>, day of February, 2019 at 9:30 A.M.

### Members Present:

Dr. (CA) Manoj kr. Jain, Professor & Deputy Dean of Royal School of Business( Chairperson) Professor S.S Sarkar(External Expert), Tezpur University, Dr. Monalisha Deka (Nominee of Registrar)(Absent), Dr. Tarak Paul of RSB(Member), Ms. Arpee Saikia Borah of RSB(Member)

The Chairperson of the BOS meeting, Professor Dr. (CA) Manoj Kr. Jain welcomed the members to the second meeting of the Board of Studies of Royal School of Business for the Academic Year 2019-2020. In particular he extended his heartiest welcome to the External Expert, Professor S. S. Sarkar, Tezpur University.

### 1. Approval of Agenda: Accepted

2. Matters Arising: The External Expert Professor S.S Sarkar appreciated the course structure designed for the BBA - MBA Integrated course and has made valuable suggestion regarding the course content and time table of RSB prepared by the faculty team of RSB.

- i. The structure of the syllabus should be maintained for a minimum of 3 academic years.
- ii. If course structure has to be changed it has to be prepared two years prior to the academic year of the implementation.
- iii. Prof. Sarkar has raised the point regarding whether the 4 year Int. (BBA+MBA) is UGC approved, which has to be verified.
- iv. Minor changes in the Digital Marketing syllabus of BBA 2<sup>nd</sup> approved with inclusion of practical classes for the course which shall be coordinated with the help of the CSE Department.
- v. Minor Changes in the Quantitative Technique syllabus of BBA 2<sup>nd</sup> with inclusion of the time series analysis topic in the 3<sup>rd</sup> Unit
- vi. Deletion of the Unit 4 from the Corporate Accounting syllabus of BBA 3<sup>rd</sup> semester and re structure the whole syllabus in 4 units.
- vii. Minor Changes approved in the syllabus of Brand Management and Advertising Course of MBA 4<sup>th</sup>
- viii. Minor changes approved in the syllabus of MIS of MBA 2<sup>nd</sup>.
- ix. Review of MIS Paper of MBA 2<sup>nd</sup> will be sent to external expert.
- x. SIP modalities to be followed as per existing norms- 60 marks( External) 40 marks( Internal)

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20/2/19

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20/2/19

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20/2/19

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20/02/2019

- xi. As suggested by the external expert the Placement Department of RGU shall be responsible for placement of students for the SIP (MBA 3<sup>rd</sup> & BBA 5<sup>th</sup>). The modalities related to SIP has to be prepared by RSB (as Per the Advice of the Expert)
- xii. External Expert has suggested that Area-wise Faculty experts and Industry experts to be called as Externals for the VIVA examinations in SIPs and Major Project.
- xiii. In plant training topics to be taken by students for their SIP wherever possible.

**Date of Next Meeting:** The next BOS meeting will be held on a suitable date after approval of The Registrar, RGU. The meeting concluded at 1:30 P.M. with a vote of thanks.

Asht  
20/2/19

[Signature]  
20/2/19

M.K.J.  
20/02/2019

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20/2/19

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20/2/19

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20/2/19

Minutes the Meeting of the Board of Studies held on 11<sup>th</sup> February, 2019 (RSB)

MA(PA)

A meeting of the Board of studies was held in BOG Room on 11<sup>th</sup> February, 2019 at 9.30 AM

**Members Present:**

Dr. (CA) Manoj Kr. Jain, Professor & Deputy Dean of Royal School Business (Chairperson), Professor (Dr.) S. S. Sarkar (External Expert), Dean & Head, Department of Commerce, Tezpur University, Assam, Dr. Dipjyoti Bhuyan, Assistant Professor & Coordinator, Department of Political Science, Dr. Partha Protim Borthakur, Assistant Professor, Department of Political Science, Mr. Kaustav Padmapati, Lecturer, Department of Political Science, Royal School of Humanities and Social Sciences, Mr. Jugal Kishore Bhattacharya, Assistant Professor, , Royal School of Humanities and Social Sciences.

The Chairperson of the BOS meeting, Professor Dr. (CA) Manoj Jain welcomed the members to the meeting. In particular, he extended his heartiest welcome to the expert Dr. S. S. Sarkar. The main agenda of the meeting was to discuss course work and detailed syllabus for M.A. Public Administration.

**1. Approval of Agenda: Accepted**

**2. Matters Arising:** Based on the discussions with members present, Professor (Dr.) S. S. Sarkar (External Expert), Dean & Head, Department of Commerce, Tezpur University provided the following suggestions regarding the Course work and the Detailed Syllabus of MA Public Administration:

i) **Course Credit:** As per the advise of the expert, according to the UGC guidelines, minimum credit per course per semester is 20 while maximum credit is 25. Similarly the minimum credit all courses is 80 and maximum credit is 100. (1 Hour = 1 Credit). As per the UGC guidelines, the overall credit of the 3<sup>rd</sup> Semester MA Public Administration has to be reduced to 25 from current credit 27.

ii) **Subjects:** Few specialised papers can be introduced after considering the availability of faculties. Guest faculties may be invited for taking classes. For guest faculty, topics should be given in prior for preparation.

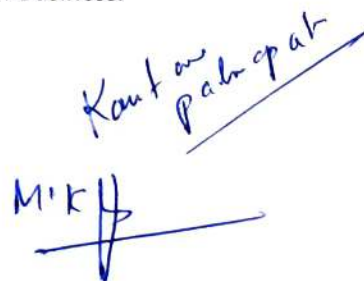
iii) **DSE Courses:** Following additional two papers need to be incorporated in addition to Constitutional I & II:

1) Corporate Governance



2) Environmental Administration

- Gender Administration need to be added as a module in the paper: **Politics and Administration.**
- "Administrative Ethics" need to be added in the Unit 1 of the Paper "Public System Management & Human Resource Management."
- It was suggested that one computer science faculty should teach one module of the course Decentralisation, Local Governance and E-governance. One guest faculty from NIC or DC office may be invited to teach MIS or important websites of E- Governance like [www.nrega.nic.in](http://www.nrega.nic.in). Suggested name: Dr. Anuj Baruah, Tezpur University.
- It was decided the paper Research Mythology to be moved to the second semester from third semester of MA Public Administration. Classes will be offered by Royal School of Business.





- DSE Subjects: Students will be encouraged to take MOOC, SWAYAM and NPTEL courses as a DSE subject.
- Mr. Jugal Kishore Bhattacharya, Assistant Professor, Department of Economics will rework on the course "Public Policy & Analysis."
- The tentative date for the finalization of the detailed syllabus of MA Public Administration is March 1<sup>st</sup> Week 2019.
- Course mapping need to be done based on the expertise of the faculties from Royal School of Business, Royal School of Law and Administration, Department of Economics & Department of Political Science, Royal School of Humanities and Social Sciences.
- It is suggested Academic Calendar of MA Public Administration so that the course will allow 8 weeks summer internship.
- For the expert comments on the detailed syllabus, the request has to go from registered office.
- Expert conclave on Public Administration needs to be conducted on the first week of March 2019.

  
  
Kantor Padang

## Experts' Comments.

Discussed various issues relating to the Course structure of Integrated BBA + B.A. as well as MBA programme. Inputs are provided regarding various issues and the UGC regulation regarding 4 year program need to be explored. Detailed contents of some papers are also discussed and suggested for modification.

S. S. S.  
11/02/2019



**Action Points Post Board of Studies Meeting held on 11th February 2019, Department of Public Administration**

- **Course Credit:** Following the UGC guidelines, the total credit of the 3<sup>rd</sup> Semester MA Public Administration is reduced from 27 to 25.
- Gender Administration is added in one of the unit in the paper Politics and Administration (PBA184C402).
- New content is added in the paper "Public Policy and Analysis (PBA184C203).

Kausar Palmpal  
13/05/2019

## **Action Points Post BOS meeting held on 11 Feb, 2019**

### **Royal School of Business**

1. Minor changes have been done in the contents of the syllabus of Brand Management and Advertising course of MBA 4<sup>th</sup> semester.
2. Minor changes have been done in the contents of the syllabus of Quantitative Techniques of course of BBA 2<sup>nd</sup> semester with the inclusion of Time series in the 3<sup>rd</sup> Unit.
3. Minor changes have been done in the contents of the syllabus of MIS course of MBA 2<sup>nd</sup> semester.
4. **Corporate Accounting** syllabus has been restructured as per discussion made in the meeting and necessary input by BOS members.

M.K.G.  
11/4/2019

School: ROYAL SCHOOL OF BUSINESS

(Meeting of July 15 to Dec 19)

Name & No of the Meeting :- 3rd BOS of the schools under RSB. (July 19 to Dec 19)

Date: 19<sup>th</sup> Aug, 2019

Time:- 10:00 AM

Venue: BOG Room

Members:

SL NO	Name	Designation	Signature
1.	Dr. M.K Jain	Chairman cum Member Secretary	M.K.J
2.	Dr. Monalisha Deka	Nominee of the Registrar	Boys
3.	Prof. S. S. Sarker	External Expert	SSS 19/8/19
4.	Dr. Tarak Paul	Member	T.P
5.	Ms. Anpee Sainia (Mr. R. V to represent on her behalf)	Member	Anpee 19/8/19

Special Invitee:

1 Mr. Kankar Padmapati

Kankar Padmapati

2 Dr Meenu

Meenu 19/8/19

Dated: 19-8-2019  
UCCPE Edu.

Agenda: 1 External BOS Member to appreciate RSB to make changes in  
1. Revisit of Syllabus of BBA, BBA + MBA (Int.) & MBA.  
3. External Member to advise us on new subjects to be added to make the Syllabus Contemporary & Industry aligned.

4. BOS External Member to advise us on SIP for UG & PG students

5. BOS Member to speak on ways to tie up in

JIMMY's Visit recent manner with +v

Faculty Exchange Program with TU & RSB.  
1) Any other points RSB faculty need to discuss

### Expert's Comment.

A detailed discussion on various issues of course structure of BBA, Intg BBA+MBA and MBA was carried out. As during last semester (Jan-Jul 2019) a new course structure was introduced, as such no major changes are recommended. It is decided that it will be continued for 2 more years. However, some changes in contents and addition/deletion of any course can be done with permission of

Bos.

The meeting appreciated the course contents as it reflects the current demand of management education of the country.

Dr. Sanjay  
19/8/19.

(S. N. SARKAR)

# ROYAL SCHOOL OF BUSINESS

## Minutes of the Board of Studies meeting held on 19<sup>th</sup> August, 2019

A meeting of Board of Studies was held in the BOG Room, Ground floor, Block A on the 19<sup>th</sup> day of August, 2019 at 10 A.M

### Members Present:

*Dr. (CA) Manoj Kr Jain, Professor and Deputy Dean of Royal School of Business (Chairperson), Prof. S S Sarkar (External Expert), Head, Department of Commerce, Tezpur University Assam; Dr. Monalisha B Deka, Nominee of Registrar, RGU; Dr. Tarak Paul, Asst. Professor, RSB; Mr. Rohit Verma, Asst. Professor, RSB.*

The Chairperson of the BOS meeting, Dr. (CA) Manoj Kr Jain welcomed the members to the 3<sup>rd</sup> meeting of Board of Studies. He extended his heartiest welcome to the External Expert Prof. S S Sarkar, Tezpur University.

### 1. Approval of Agenda: Accepted

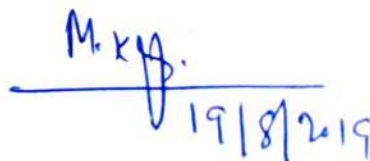
### 2. Matters arising:

The External Expert, Prof. Sarkar appreciated the course structure designed for BBA, MBA and BBA-MBA integrated and the modification done in the contents of the syllabus as suggested in the last BOS held on 11<sup>th</sup> Feb, 2019. A detailed discussion was held on various matters for the betterment and effectiveness of the course which are highlighted in the following points:

- (i) The experts has emphasised on following the current course structure for 2 years i.e. till the academic year 2020-21 unless change is urgent.
- (ii) Detail content of a syllabus can be changed (not the course structure) as per the university norms subject to approval of BOS meeting.
- (iii) Possibility of Teacher Exchange between RGU and Tezpur University was discussed and shall be done as per the MoU to be signed between the two universities. The matter is in pipeline. Prof. A K Buragohain, Chairperson, Academics has already initiated the process in the 2<sup>nd</sup> week of August, 2019 and authorities of both the universities appreciated the matter and will complete the process soon
- (iv) The expert has suggested to buy database from various sources like Bloomberg, ProQuest data base, equitymaster.com, indiastat.com for the benefit of the PG and research scholars of RSB.
- (v) It was suggested to use the above database for preparation of grand project by the students of MBA 4<sup>th</sup> semester.
- (vi) He has also suggested to buy case studies and case-lets particularly Indian cases for discussion in the class with the students.
- (vii) Guidelines of RSB regarding use of MOOCs and credit transfer of MOOC are to be finalised. It can be made effective from the next semester/year.

  
20/8/19

  
20/8/19

  
19/8/2019

School: Royal School of Business

Name & NO of the Meeting: 4th BOS of the School under RSB

Date: - 19th March, 2020  
(Wednesday)

Time: 10:10 AM

Venue: - BOG Room

Members:-

Sl. NO	Name	Designation	Signature
1.	Dr. M.K. Jain	Chairman cum Member Secretary	MKJ 11/3
2.	Dr. Monalisha Deke	Nominee of the Registrar	MD 11/3/2020
3.	Prof. S.S. Sarkar	External Expert	S.S. Sarkar 11/03/2020
4.	Dr. Tarrak Pant	Member	Tarrak Pant
5.	Ms. Arpa Sarkia	Member	

Special Invitee

1. Dr. Meenu Sarmah

Meenu

Agenda:

1. Minor changes in subject content of RSB syllabus
2. Review of Prog structure of B-school based on recent changes in the industry & imparting skill based knowledge for the upcoming session.
3. Specialisation to be offered on Production & operation and Entrepreneurship. The matter will be discussed in the meeting.

Expert's Comment.

11-03-2020

Discussions were made on the course structure and course contents of BBA as well as MBA programmes. The concerned faculty members who teach respective course put forward their views regarding contents of the syllabus. As 20% change is allowed, certain minor change in the course content of Quantitative paper in BBA is suggested.

It is overall found that the course structure for BBA are fine. The current course structure will be valid till the academic session 2020-21.

However, it is suggested that keeping in view the fast change in the business environment, there should be overall revision in the structure of BBA and MBA programmes to be effective from 2021-22 session. A brainstorming session among the faculty members, invited subject experts, industry representatives, distinguished alumni may be convened to gather input.

S. S. SARKAR  
11/03/2020

(SUBHIRANSHU S SARKAR)

# ROYAL SCHOOL OF BUSINESS

## Minutes of the Board of Studies meeting held on 11<sup>th</sup> March, 2020

A meeting of Board of Studies was held in the BOG Room, Ground floor, Block A on the 11<sup>th</sup> day of March, 2020 at 10 A.M

### Members Present:

*Dr. (CA) Manoj Kr Jain, Professor, Royal School of Business (Chairperson), Prof. S S Sarkar (External Expert), Head, Department of Commerce, Tezpur University Assam; Dr. Monalisha B Deka, Nominee of Registrar, RGU; Dr. Tarak Paul, Asst. Professor, RSB; Mr. Rohit Verma, Asst. Professor, RSB, Mr. Bipplab Roy, Asst. Professor, RSB, Ms. Bitopi Gogoi, Asst. Professor, RSB and Dr. Meenu Sharma, Associate Professor, MA(PA).*

The Chairperson of the BOS meeting, Dr. (CA) Manoj Kr Jain welcomed the members to the 4th meeting of Board of Studies. He extended his heartiest welcome to the External Expert Prof. S S Sarkar, Tezpur University.

### 1. Approval of Agenda: Accepted

### 2. Matters arising:

The External Expert, Prof. Sarkar appreciated the course structure designed for BBA, MBA and BBA-MBA integrated. A detailed discussion was held on various matters for the betterment and effectiveness of the course structure which are highlighted in the following points:

- (i) There was a discussion on removal of 2<sup>nd</sup> Unit of Quantitative Techniques from BBA 2<sup>nd</sup> semester syllabus. It was decided to continue with the existing syllabus. The subject teacher (Ms. Bitopi Gogoi) was asked to redesign the syllabus in due course of time in near future.
- (ii) Basic Statistical Methods for Research was introduced by RSB as GE -II (Open) was approved in the meeting. Suggestion was made to interchange Unit III to Unit IV and unit IV to Unit III without changing the contents.
- (iii) It was suggested to replace Unit IV of Corporate Accounting Syllabus of BBA 3<sup>rd</sup> semester by a detail content on Financial Shenanigans.
- (iv) Inventory Management and Control to be removed from the Unit -III and JIT from Unit IV from the syllabus of Production and Operations Management of BBA 4<sup>th</sup> semester. This was decided as the same topics are taught in Cost and Management subject in BBA 3<sup>rd</sup> Semester.
- (v) Dr. (CA) M. K. Jain proposed for minor changes in BBA 4<sup>th</sup> Semester syllabus of Corporate and Allied Law by removing LLP topic in Unit-IV. The reason is that students study LLP in the paper Business Law in BBA 3<sup>rd</sup>.
- (vi) Possibility of Combining Principles of Management and Organization Behaviour of MBA 1<sup>st</sup> Semester in to one paper was discussed. It was decided that both being the core papers of Management should be kept separate.

*h*  
14/3/20

*Bit*  
14/3/20

*M.K.J.*  
14/03/2020

*Paul Manalhari*  
14/3/20



- (vii) AECC Course - Behavioural Science -I and Behavioural Science - II offered to the MBA students (1<sup>st</sup> and 2<sup>nd</sup> Semester) may be replaced by Business Analytics-I and Business Analytics-II.
- (viii) International Business Management of MBA 1<sup>st</sup> Semester and International Marketing of MBA 4<sup>th</sup> Semester ( Marketing Specialization) may be clubbed in to one paper. A new paper - **Digital Marketing and E-Commerce** may be added as Marketing Specialization.
- (ix) **Design Thinking** as well as **Business Analytics** may be introduced as new subjects in MBA 4<sup>th</sup> Semester.
- (x) Mr. Rohit Verma was suggested to revisit the Management of Financial Services of MBA 4<sup>th</sup> semester (Finance Specialization).
- (xi) It was proposed to offer specialization in Production and Operations Management has proposed in the meeting which was accepted by external expert.
- (xii) Since NAAC inspection is expected in 2021, it is suggested to take feedback from few selected pass out students of RSB. As per the external expert, Alumni feedback from pass out batches is necessary for NAAC inspection.
- (xiii) Since 3 years have been completed, there is a need for expert conclave for restructuring of syllabus of RSB considering the industry demand as well as imparting skill based knowledge.

M.K. J. 14/03/2020

1) Dr. Pooja Chandhuri. 14/3/20

2) Mr. Rohit Verma

Rohit Verma  
14/3/20

14/3/20

## **Action Points post Board of Studies meeting held on 11<sup>th</sup> March 2020**

### **Royal School of Business**

1. Redesigning of the Quantitative Techniques syllabus with minor changes was done as suggested in the BoS meeting.
2. The syllabus of Production and Operations Management was updated with minor changes.
3. **Basic Statistical Methods for Research** was introduced as Open GE which was approved in the meeting.

# ROYAL SCHOOL OF BUSINESS

Date: 22-07-2021

Name of the Meeting: Board of Studies

No of the Meeting: 1<sup>st</sup> Meeting for the AY 2021-22

Mode: Online (Zoom Platform)

Time: 10:30 am Onwards

## Agenda of the Meeting:

1. To approve the proposed revised MBA, BBA and BBA-MBA integrated course structure to be effective from AY 2021-22.
2. To discuss the detail syllabus of each course for necessary changes and improvement based on the suggestion of the Meeting.
3. Approval of MOOCs papers to be offered by RSB to the UG and PG students.

*Prof. M K Jain, Chairperson, BOS, Royal School of Business, welcomed all the members of the BOS and introduced the external experts (1) Prof. Chandan Goswami, Head, Department of Business Administration, Tezpur University (2) Major Rupam Talukdar, HR Manager, Food Business Division, ITC. He has introduced the course structure to all the members present in the meeting. Dr. Payel Choudhuri, Coordinator, RSB has shared the syllabus semester wise one by one for all the three courses offered by RSB*

After a through discussion, the following suggestions were made:

1. Both the experts has suggested that BBA course should be little lighter as students join from school level with different educational background.
2. Both the external expert suggested that allocation of periods should be different for different units depending on the content of the module/Unit. It should be left on the subject teacher.
3. Major Rupam Talukdar has suggested inclusion of specific content on business communication including content on interview skills and confidence building during interview.
4. Major Rupam Talukdar has suggested that BBA syllabus of Consumer Behaviour should also include an Introduction on consumer complaints and remedies to the consumer. The overall content of the course should be reduced.
5. Major Rupam Talukdar has suggested that while teaching OB syllabus in BBA the case studies of Indian known leaders should be discussed in the class.
6. Prof. Goswami suggested to remove practical on advanced data analysis from BBA Business Research Methodology. However, he suggested to incorporate an introduction the advance data analysis.

7. Prof. Goswami suggested that the allotted number of classes in the syllabus of BBA Economic Environment Business is very high. Therefore, experts suggested to reduce number of periods.
8. Major Rupam Talukdar has suggested that Business Ethics and Sustainability should be removed from BBA course as it is appropriate to be taught in MBA.
9. Mr. J K Bhattacharyya suggested that game theory should be removed from Business Economics. Prof, Goswami suggested to teach perfect competition in a lighter mode, and more in depth discussion on monopoly, monopolistic and oligopoly.
10. Prof. Goswami suggested to incorporate topics on Strategic Planning in Marketing, Competitive Strategies and new Product development.
11. Prof. Goswami suggested that Supply Chain Management MBA should be used a core paper in MBA.
12. Prof. Goswami suggested that Services Marketing should be incorporated as a marketing specialization paper in MBA course.
13. Major Rupam Talukdar has suggested inclusion of Union and Nonunion set up and CLRA in the MBA 3<sup>rd</sup> syllabus of Industrial Relationship and Labour Laws.
14. Prof. Goswami suggested that Rural Marketing (MBA 4<sup>th</sup>) should be removed and a new paper should be introduced on *Salesmanship*.
15. Prof. Goswami suggested that Performance management (MBA 3<sup>rd</sup>) should be merged with Talent Acquisition and Management with a new name. Two units of talent management should be incorporated
16. Prof. Goswami suggested to introduce Integrated Marketing Communication by replacing Advertising and Brand Management (MBA 4<sup>th</sup>) with practical components.
17. Prof. Goswami suggested that removal of Unit -III of Consumer Behaviour (MBA 3<sup>rd</sup>) and distribute Unit II in to two units. It is also suggested to remove topics on Social, Family class and Family Life Cycle.
18. The Board has approved a list of courses to be offered to UG and PG students through compulsory MOOCs (SWAYAM and NPTEL etc.) with credit transfer
19. The Board has approved the hybrid/ blended mode of teaching up to 30% of syllabus of each subject to be taught using electronic platform or by faculty from other university/institutions in virtual mode
20. The HoD is authorized to map the courses of MOOCs and do the necessary modification in the syllabus (adjustment of credit, change of subject nomenclature) while adopting the same for RSB subject to the approval of BoS.

**Members Present:**

**Signature**

1. Prof Monoj Kr Jain, Chairperson, BOS 
2. Dr. Payel Choudhury, Member, BOS 
3. Prof. Chandan Goswami, Tezpur University (Academic Expert) 
4. Major Rupam Talukdar, ITC (Industry Expert) 
5. Ms Arpee Saikia (VC Nominee) 
6. Mr. Jugal Bhattacharyya (Registrar Nominee) 
7. Mr. Bipllab Roy (VC Nominee)
8. Ms. Neha Tiwari (Registrar Nominee) 
9. Dr. Tarak Paul (Special Invitee)
10. Rohit Verma (Special Invitee) 



## Action Points post Board of Studies meeting held on 22<sup>nd</sup> July 2021

### Royal School of Business

1. Redesigning of BBA syllabus for Business Research Methodology to remove practical or advanced data analysis.
2. **Service Marketing** has been incorporated as a marketing specialization paper in MBA course.
3. Rural Marketing has been replaced by a new paper **Salesmanship** in MBA 4<sup>th</sup> semester.
4. Consumer Behaviour syllabus has been redesigned in MBA 3<sup>rd</sup> semester as per the suggestion.
5. **Supply Chain Management** has been introduced as the core paper in the MBA course.
6. **Brand and Integrated Marketing Communication** has been introduced in MBA 4<sup>th</sup> semester as specialization paper.
7. Topics on Strategic planning in marketing, competitive strategies and new product development has been incorporated in the Marketing Management syllabus.

**Re: Minutes of meeting and action taken**

Dr. Chandan Goswami <chand@tezu.ernet.in>

Tue 12/21/2021 10:09 AM

To: Biplab Roy <broy@rgu.ac>

Dear Biplab,

The action taken seems good to me. You may proceed with the necessary action.

Chandan Goswami

> Dear Sir

>

> I have attached the minutes of the meeting and the action points taken  
> based on the suggestions. Kindly give your approval on the same. Also  
> requesting you if you can put your scanned signature on the action points  
> taken file and lock the same in pdf format

>

> Regards

>

> Biplab Roy

>

> Assistant Professor

>

> Royal School of Business

>

> Royal Global University

>

--  
Dr. Chandan Goswami  
Professor and Head,  
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Tezpur University, Napam, Tezpur - 784028  
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Phone: 91 3712 267357, 273631 (r)  
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chandangoswami19@gmail.com

\*\*\* D I S C L A I M E R \*\*\*

This e-mail may contain privileged information and is intended solely for the individual named. If you

## Invitation for BoS of Royal School of Business

Dr. Payel Chaudhuri <pchaudhuri@rgu.ac>

Fri 7/1/2022 11:07 AM

To: chand@tezu.ernet.in <chand@tezu.ernet.in>

Cc: Manoj Jain <Manoj.Jain@rgi.edu.in>;Registrar <registrar@rgu.ac>;Alak Kumar Buragohain <alakkburagohain@rgu.ac>

Respected Sir

Greetings of the day!

On the onset, we express our heartfelt thanks for extending your valuable inputs and guidance towards the development of the course curriculum of Royal School of Business in the previous BOS meeting. We are pleased to inform you that we are conducting the next BoS on 2<sup>nd</sup> July, 2022 from 11 am onwards in the Campus of Royal Global University. In this regard we extend our invitation to you to be present in the said meeting as the External Member of BOS. Agenda for the meeting is as follows:

1. Approval of General Elective Subjects
2. Approval for the change of subject codes for BBA INT course for specified subjects
3. MOOCs courses implementation
4. Discussion on the NEP implementation
5. Discussion and approval for adding more specialization (presently HR, Finance & Marketing is being offered)
6. Discussion on Winter SIP

We look forward to your presence. Kindly drop a line of confirmation regarding the same.

Thanks & Regards,  
Dr. Payel Chaudhuri  
Assistant Professor  
Royal School of Business,  
The Assam Royal Global University

## ROYAL SCHOOL OF BUSINESS

**Name of the Meeting:** 2<sup>nd</sup> Meeting of AY 2021-2022  
**Venue:** Conference Hall, 2<sup>nd</sup> Floor, A Block

**Date:** 2nd July, 2022  
**Time:** 11 am onwards

### Agenda:

1. Approval of General Elective Subjects
2. Approval for the change of subject codes for BBA INT course for specified subjects
3. MOOCs courses implementation
4. Discussion on the NEP implementation
5. Discussion and approval for adding more specialization (presently HR, Finance & Marketing is being offered)
6. Discussion on Winter SIP

### Members Present:

1. Prof. Manoj Jain, Dy. Dean, Chairperson BOS
2. Prof. Chandan Goswami, Tezpur University, Member
3. Dr. Payel Chaudhuri, Coordinator, Member - *PC*
4. Mr. Jugal Kr. Bhattacharya, Registrar's Nominee
5. Mr. Biplob Roy, VC's Nominee *BR*
6. Dr. Rahul Nandi, Special Invitee *RN*
7. Dr. Nandini Borah, Special Invitee
8. Mr. Rohit Verma, Special Invitee *RV*
9. Dr. Bidape Goswami, Special Invitee *BG*

1. Two GE open subjects were proposed, namely Basic Statistical Methods for Research (Even semester) and Innovation Management (Odd Semester). Both the subjects were approved. The syllabus of Basic Statistical Methods for Research was approved by the Board. The syllabus of Innovation Management needs to be sent to expert for approval.
2. New specialisation of Operation Management was proposed for MBA. The External Expert, Prof. Chandan Goswami, and the board has approved the same. This specialisation shall be active from the upcoming academic session 2022-2023.
3. The following subjects were suggested to be part of the specialisation which will be sent to external subject expert for syllabus content approval:
  - a. Material Management & Inventory Control
  - b. TQM & Six Sigma for Business Excellence
  - c. Service Operation Management



- d. Logistics & Transportation Management
  - e. Technology & Innovation Management
4. The External Expert enquired about the necessary faculty experts required for the specialisation. He suggested that the expert faculty members should be onboard at the earliest.
  5. The existing syllabus did not have any content specific changes / updates. However, following technical problems were resolved:
    - a. The Marketing specialisation paper in 4<sup>th</sup> semester, Brand Management & Advertising to prevail instead of Advertising and Brand management (incorrectly mentioned in course structure of 2020-2021 syllabus)
    - b. The students of BBA MBA INT program should be taking up the CEN & BHS classes with both UG & PG. Likewise the students shall be taking CEN & BHS for the first two years with UG batchers and the later two years with PG Batches.
  6. For the implementation of the MOOCs courses, it was suggested that specific amount of contact hours should be mapped for elective papers only with credit transfer.
  7. Briefly the NEP implementation was discussed. Several suggestions for Skill Enhancement Courses surfaced.
  8. Winter Internship was proposed to the board. It was suggested that it can be experimented for one batch, keeping in mind the availability of industry and semester academic requirements.

Royal School of Business

Name of the meeting - School BOS

Venue - Conference Room, Pro-VC Office

Date - 24<sup>th</sup> April, 2023

Time - 11 A.M. onwards.

Members Present :

1. Prof. Rohit Singh, PVC, RGV, Chairperson Rm  
24/4/23
2. Dr. Diganta Murshi, Registrar, RGV, Member Secretary Diganta  
24/4/23
3. Prof. N. N. Sarma, Academic Expert N.N.Sarma  
24/04/2023
4. Ms. Varsha Chakravarty, Industry Expert Varsha  
24/4/23
5. Mr. Madhujya Mazumdar, Industry Expert Madhujya  
24/4/23
6. Dr. S. K. Koner, VC's Nominee SKKoner  
24/04/23
7. Dr. Bitope Gogoi, VC's Nominee Gogoi  
24/4/23
8. Dr. Deep Saikia, Special Invitee Saikia  
24/04/23
9. Dr. Payel Chaudhuri, Coordinator, RSB. Payel  
24/4/23

## ROYAL SCHOOL OF BUSINESS

**Name of the Meeting:** 2<sup>nd</sup> Meeting of AY 2022-2023

**Date:** 24<sup>th</sup> April, 2023

**Venue:** Conference Hall, Office of PVC, A Block

**Time:** 11 am onwards

### Agenda of the meeting:

1. Approval of 5th and 6th semester BBA Syllabus for 2022 batch
2. Review of the syllabus of other semesters Proceedings of the meeting

### **Members present**

- Prof. Rohit Singh, Pro VC, Chairperson
- Dr. Diganta Munshi, Registrar, RGU
- Prof. N N Sharma, Academic Expert
- Ms. Varsha S Chakravarty, Industry Expert
- Mr. Madhurya Deka, Special Invitee (Industry)
- Dr. Payel Chaudhuri, Coordinator, RSB
- Dr. S Koner, VC's Nominee
- Dr. Bitopi Gogoi, VC's Nominee
- Dr. Arpee Saikia, Special Invitee

The BOS meeting was chaired by Prof. Rohit Singh, Pro-Vice Chancellor, RGU.

Coordinator, RSB, Dr. Payel Chaudhuri welcomed the members present in the meeting and gave the presentation on the syllabus framed for UG 5<sup>th</sup> and 6<sup>th</sup> semester. Subsequently the following points were raised and discussed.

- ❖ Pro VC put across the suggestion that more specialization can be offered in BBA as per the review and feedback collected from the students.
- ❖ The Academic expert, Prof. N.N Sarma, suggested that the credit distribution needs to be made more simple to which Dr. Chaudhuri explained in details the

syllabus structure. The expert was convinced regarding the same and his query was answered.

- ❖ Academic Expert gave his advice that the NEP syllabus and the laid down statute and nomenclature of subjects needs to be incorporated and followed vigorously.
- ❖ Registrar, Dr. Diganta Munshi pointed out that the nomenclature of “Desk based project” in semester VI should be changed to contain the word Dissertation (Specialization specific). The suggestion was seconded and supported by Prof. Sarma and Dr. S. Koner. The members present unanimously accepted the suggestion.
- ❖ Dr. Munshi suggested that the fact that internship projects are evaluated in the 3<sup>rd</sup> and 5<sup>th</sup> semesters but starts towards the fag end of 2<sup>nd</sup> and 4<sup>th</sup> semesters respectively must be reflected in the syllabus to avoid confusion and provide more clarity.
- ❖ Prof. Sarma pointed out the repetitive use of the word “to” in certain subjects’ outcomes. Editing to be done.
- ❖ Pro VC suggested that in Integrated Marketing Communication and Branding subject, the title of module IV should change and it should be “IMC & Brand building” instead of “Brand Building and Advertising Management”.
- ❖ Industry expert enquired about the inclusion of topics related to Analytics and Talent acquisition in the curriculum. Ms. Chakravarty also checked the contents of Performance Management. The queries were clarified by Dr. Arpee Saikia.
- ❖ Dr. Munshi added that with respect to the departmental curriculum
  - a) There should be a certain committee for moderation, question paper setter
  - b) Feedback should be collected from placed students and same should be discussed in the School board
  - c) FDP should be organized
  - d) Advancement in teaching-learning pedagogy must be given utmost importance.
- ❖ Prof. N.N Sarma advised that normalization of the units and sub topics can be done and also simplified in certain subjects. Review of School activities to be done regularly.
- ❖ Prof Sarma added that the last unit of LAB to include more application based topics to make it more relevant.

- ❖ Portfolio management syllabus to be simplified as suggested by Prof. Sarma.
- ❖ Prof. Sarma suggested that content can be modified in the Personal & Professional Excellence course to develop it in the lines of UGC'S Life Skill model curriculum.

The meeting ended with the vote of thanks to the members of the board.

# BBA (Honors)

## Programme Structure 2017-18

1st semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032101	Principles of Management	3	0	0	3	3
2	BSA032102	Organizational Behavior	3	0	0	3	3
3	BSA032103	Business Mathematics	3	0	0	3	3
4	BSA032104	Financial Accounting	3	0	0	3	3
5	BSA032105	Business Economics	3	0	0	3	3
6	BSA032106	Computer Fundamentals	3	0	0	3	3
<b>Concentration Elective (3 credit)</b>							
7	BSA032107	Life Skills Training	0	0	6	3	6
<b>Employability &amp; Personality Enhancement Courses (EPEC)*</b>							
8	CEN992101	Developing Oral Communication & Listening Skills	1	0	0	1	1
9	FLG992102	Foreign Language - I**	2	0	0	2	2
10	ILD992103/ ENV992103	India - land of Diversity/Environmental Science	3	0	0	3	3
11	PHE992114	Physical education - I	0	0	2	1	2
12	BHS992105	Concepts of Behavioral Science	1	0	0	1	1
13	BSK982146	Basket Course (may lead to minor track if chosen from same domain in different semesters) ***		--		3	--
<b>2nd semester</b>							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032201	Human Resource Management	3	0	0	3	3
2	BSA032202	Marketing Management	3	0	0	3	3
3	BSA032203	Business Statistics	3	0	0	3	3
4	BSA032204	Cost & Management Accounting	3	0	0	3	3
5	BSA032205	Indian Economic Scenerio	3	0	0	3	3
6	BSA032206	Computer Applications	3	0	0	3	3
<b>Concentration Elective (3 credit)</b>							
7	BSA032207	Digital Marketing	0	0	6	3	6
<b>Employability &amp; Personality Enhancement Courses (EPEC)*</b>							
8	CEN992201	Conversation & Public Speaking	1	0	0	1	1
9	FLG992202	Foreign Language - II**	2	0	0	2	2
10	ENV992203/ ILD992203	Environmental Science/India-Land & Diversity	3	0	0	3	3
11	PHE992214	Physical education - II	0	0	2	1	2
12	BHS992205	Understanding Self and Others	1	0	0	1	1
13	BSK982246	Basket Course (may lead to minor track if chosen from same domain in different semesters) ***		--		3	--

**Note:** Minor modifications in this structure may be incorporated as per the recommendations of Board of Studies

\* These are compulsory subjects and scores/grades will be awarded in the end semester examination

\*\* Subject to availability of the faculty members, few foreign language courses will be offered

\*\*\* These courses will be offered subject to availability of Faculty members & other resources

*P. Chandhury*  
**HOD/Coordinator**  
**Royal School of Business**  
**The Assam Royal Global University**  
 Betkuchi, NH 37, Guwahati-781001

3rd semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032301	Production & Operations Management	3	0	0	3	3
2	BSA032302	Sales & Distribution Management	3	0	0	3	3
3	BSA032303	Research Methods-I	3	0	0	3	3
4	BSA032304	Financial Management	3	0	0	3	3
5	BSA032305	Legal Aspects of Business	3	0	0	3	3
6	BSA032306	Business Ethics	3	0	0	3	3
<b>Concentration Elective (3 credit)</b>							
7	BSA032307	Managerial Skills-I	0	0	6	3	6
<b>Employability &amp; Personality Enhancement Courses (EPEC)*</b>							
8	CEN992301	Career Oriented Communication	1	0	0	1	1
9	FLG992302	Foreign Language - III**	2	0	0	2	2
10	BHS992303	Understanding Problems and Innovative Solutions	1	0	0	1	1
11	BSK982344	Basket Course (may lead to minor track if chosen from same domain in different semesters) ***	--			3	--
<b>4th semester</b>							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032401	Industrial Relation	3	0	0	3	3
2	BSA032402	Consumer Behavior & Retailing	3	0	0	3	3
3	BSA032403	Research Methods-II	3	0	0	3	3
4	BSA032404	Services Marketing	3	0	0	3	3
5	BSA032405	Corporate Accounting	3	0	0	3	3
6	BSA032406	Public Finance	3	0	0	3	3
<b>Concentration Elective (3 credit)</b>							
7	BSA032407	Managerial Skills-II	0	0	6	3	6
<b>Employability &amp; Personality Enhancement Courses (EPEC)*</b>							
8	CEN992401	Communication & Presentation Skills	1	0	0	1	1
9	FLG992402	Foreign Language - IV**	2	0	0	2	2
10	BHS992403	Team Building, Group Dynamics and Leadership	1	0	0	1	1
11	BSK982444	Basket Course (may lead to minor track if chosen from same domain in different semesters) ***	--			3	--

**Note: Minor modifications in this structure may be incorporated as per the recommendations of Board of Studies**

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\*\*\* These courses will be offered subject to availability of Faculty members & other resources

*P. Chandhru*  
**POD/Coordinator**  
**Royal School of Business**  
**The Assam Royal Global University**  
 Beistuchi, NH 37, Guwahati 781 001

AY - 2017-18

5th semester							
Sl. No.	Names of subjects		L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032501	Industrial Psychology	3	0	0	3	3
2	BSA032502	Advertising & Sales Promotion	3	0	0	3	3
3	BSA032503	Cross Cultural Management	3	0	3	3	3
4	BSA032504	Direct Tax	3	0	0	3	3
5	BSA032505	Management of Financial Services	3	0	0	3	3
6	BSA032521	Industry Internship Project	0	0	6	3	6
<b>Allied Subjects (3 credit)</b>							
		-----	0	0	6	3	6
<b>Employability &amp; Personality Enhancement Courses (EPEC)*</b>							
8	CEN992501	Ethics and Business Communication	1	0	0	1	1
9	FLG992502	Foreign Language - V**	2	0	0	2	2
10	BHS992503	Stress Management	1	0	0	1	1
11	BSK982544	Basket Course (may lead to minor track if chosen from same domain in different semesters) ***	--			3	--
<b>6th semester</b>							
Sl. No.	Names of subjects		L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032601	International Business Environment	3	0	0	3	3
2	BSA032602	Sustainable Management	3	0	0	3	3
3	BSA032603	Customer Relationship Management	3	0	0	3	3
4	BSA032604	Indirect Tax Laws	3	0	0	3	3
5	BSA032605	Rural Marketing	3	0	0	3	3
6	BSA032606	Entrepreneurship & Small Business Management	3	0	0	3	3
<b>Allied Subjects (3 credit)</b>							
7	BSA032607	Business Development Plan	0	0	6	3	6
<b>Employability &amp; Personality Enhancement Courses (EPEC)*</b>							
8	CEN992601	Effective Workplace Communication	1	0	0	1	1
9	FLG992602	Foreign Language - VI**	2	0	0	2	2
10	BHS992603	Relationship Management and Behavioral Communication	1	0	0	1	1
11	BSK982604	Basket Course (may lead to minor track if chosen from same domain in different semesters) ***	--			3	--

**Note: Minor modifications in this structure may be incorporated as per the recommendations of Board of Studies**

\* These are compulsory subjects and scores/grades will be awarded in the end semester examination

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\*\*\* These courses will be offered subject to availability of Faculty members & other resources

*P. Chandhru*  
**POB/Coordinator**  
**Royal School of Business**  
**The Assam Royal Global University**  
**Bejkuchi, NH 37, Guwahati-78**



AY- 2018-19

**BBA**

**Course Structure**

1st semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C101	Principles of Management	3	1	0	4	4
2	BSA032C102	Marketing Management	3	1	0	4	4
3	BSA032C103	Financial Accounting	3	1	0	4	4
4	BSA032C104	Organizational Behavior	3	1	0	4	4
<b>Generic Elective (3 credit)</b>							
5	BSA032G102	Business Economics (GE-1)	3	0	0	3	3
6		GE-2 (Open General Elective)	3	0	0	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
7	CEN982A101	Communicative English-I	1	0	0	1	1
8	BHS982A104	Behavioral Science-I	1	0	0	1	1
2nd semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C201	Quantitative Techniques	3	1	0	4	4
2	BSA032C202	Human Resource Management	3	1	0	4	4
3	BSA032C203	Cost and Management Accounting	3	1	0	4	4
4	BSA032C204	Digital Marketing	3	1	0	4	4
<b>Generic Elective (3 credit)</b>							
5	BSA032G202	Economic Environment of Business (GE-1)	2	0	1	3	4
6		GE-2 (Open General Elective)	3	0	0	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
7	CEN982A201	Communicative English-II	1	0	0	1	1
8	BHS982A204	Behavioral Science-II	1	0	0	1	1

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A7-2018-19

3rd semester							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C301	Corporate Accounting	3	1	0	4	4
2	BSA032C302	Sales & Distribution Management	3	1	0	4	4
3	BSA032C303	Rural Marketing	3	1	0	4	4
4	BSA032C304	Industrial Relations	3	1	0	4	4
<b>Generic Elective (3 credit)</b>							
5	BSA032G302	Legal Aspects of Business (GE-1)	3	0	0	3	3
6		GE-2 (Open Generic Elective)	3	0	0	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
7	EVS982A303	Environmental Science	2	0	0	2	2
8	CEN982A301	Communicative English-III	1	0	0	1	1
<b>Ability Enhancement Elective Courses (AEEC) (Any one)</b>							
9	FLG992S302	Foreign Language ( French )-III	2	0	0	2	2
10	CIT052S3041	Of ice Automation	2	0	0	2	2
11	CIT052S3031	C++	2	0	0	2	2
12	COM042S304	Investment in Stock Market-I	2	0	0	2	2
<b>4th semester</b>							
Sl. No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C401	Corporate and Allied Law	3	1	0	4	4
2	BSA032C402	Production and Operations Management	3	1	0	4	4
3	BSA032C403	Research Methodology	3	1	0	4	4
4	BSA032C404	Financial Management	3	1	0	4	4
<b>Generic Elective (3 credits)</b>							
5	BSA032G402	Business Ethics & Social Development (GE-1)	2	0	1	3	4
6		GE-2 (Open General Elective)	1	0	2	3	5
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
7	CEN982A401	Communicative English-IV	1	0	0	1	1
<b>Ability Enhancement Elective Courses (AEEC) (Any one)</b>							
8	FLG992S402	Foreign Language ( French )-IV	2	0	0	2	2
9	CIT052S4041	Of ice Automation	2	0	0	2	2
10	CIT052S4031	C++	2	0	0	2	2
11	COM042S404	Investment in Stock Market-II	2	0	0	2	2

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A7 - 2018-19

5th semester							
Sl. No.	Names of subjects		L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C501	Indian Financial System	3	1	0	4	4
2	BSA032C502	Direct Taxes	3	1	0	4	4
3	BSA032C503	Fundamentals of International Business	3	1	0	4	4
4	BSA032C504	Advertising and Brand Management	3	1	0	4	4
5	BSA032C505	Consumer Behavior	3	1	0	4	4
6	BSA032C506	Environment and Safety Management	3	1	0	4	4
7	BSA032C521	Summer Internship Project	0	0	3	3	6
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
8	CEN982A501	Communicative English-V	1	0	0	1	1
<b>6th semester</b>							
Sl. No.	Names of subjects		L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C601	Customer Relationship Management	3	1	0	4	4
2	BSA032C602	Banking and Insurance	3	1	0	4	4
3	BSA032C603	Indirect Taxes	3	1	0	4	4
4	BSA032C604	Entrepreneurship & Small Business Development	3	1	0	4	4
5	BSA032C605	Organizational Development and Change	3	1	0	4	4
6	BSA032C606	Managing E-Commerce	3	1	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
7	CEN982A601	Communicative English-VI	1	0	0	1	1

**Generic Course Offered by Royal School of Business for UG Courses (Multi-Disciplinary) :**

Semester	Subject Code	Course	Credits	Eligibility Criteria
1 <sup>st</sup> Sem	BSA032G101	Personal Finance-I	03	Open for All
2 <sup>nd</sup> Sem	BSA032G201	Personal Finance-II	03	Open for those students who studied this course in previous semesters
3 <sup>rd</sup> Sem	BSA032G301	Personal Finance-III	03	Open for those students who studied this course in previous semesters
4 <sup>th</sup> Sem	BSA032G401	Personal Finance-IV	03	Open for those students who studied this course in previous semesters

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**BBA****Programme Structure 2020-21**

1st semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C101	Principles of Management	4	1	0	5	5
2	BSA032C102	Marketing Management	4	1	0	5	5
3	BSA032C103	Financial Accounting	4	1	0	5	5
4	BSA032C104	Organizational Behavior	4	1	0	5	5
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
5	CEN982A101	Communicative English-I	1	0	0	1	1
6	BHS982A104	Behavioral Science-I	1	0	0	1	1
<b>Generic Elective</b>							
7	BSA032G102	GE -I :Business Economics	3	0	0	3	3
8		GE-2 : Open	3	0	0	3	3

2nd semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C201	Quantitative Techniques	4	1	0	5	5
2	BSA032C202	Human Resource Management	4	1	0	5	5
3	BSA032C203	Cost and Management Accounting	4	1	0	5	5
4	BSA032C204	Digital Marketing	4	1	0	5	5
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
5	CEN982A201	Communicative English-II	1	0	0	1	1
6	BHS982A204	Behavioral Science-II	1	0	0	1	1
<b>Generic Elective</b>							
7	BSA032G202	GE-I : Economic Environment of Business	3	0	0	3	3
8		GE-2 : Open	3	0	0	3	3

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Ay-2020-21

3rd semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C301	Corporate Accounting	3	1	0	4	4
2	BSA032C302	Sales & Distribution Management	3	1	0	4	4
3	BSA032C303	Rural Marketing	3	1	0	4	4
4	BSA032C304	Industrial Relations	3	1	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
5	CEN982A301	Communicative English-III	1	0	0	1	1
6	EVS982A303	Environmental Science	2	0	0	2	2
<b>Ability Enhancement Elective Courses (AEEC)</b>							
7	One subject to be chosen from a given basket of Courses		2	0	0	2	2
<b>Generic Elective</b>							
8	BSA032G302	GE I : Legal Aspects of Business	3	0	0	3	3
9		GE-2 : Open	3	0	0	3	3

4th semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C401	Corporate and Allied Law	3	1	0	4	4
2	BSA032C402	Production and Operations Management	3	1	0	4	4
3	BSA032C403	Research Methodology	3	1	0	4	4
4	BSA032C404	Financial Management	3	1	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
5	CEN982A401	Communicative English-IV	1	0	0	1	1
<b>Ability Enhancement Elective Courses (AEEC)</b>							
6	One subject to be chosen from a given basket of Courses		2	0	0	2	2
<b>Generic Elective</b>							
7	BSA032G402	GE I : Business Ethics & Sustainable Development	3	0	0	3	3
8		GE-2 : Open	3	0	0	3	3

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A7-2020-21

5th semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C501	Indian Financial System	3	1	0	4	4
2	BSA032C502	Direct Taxes	3	1	0	4	4
3	BSA032C503	Fundamentals of International Business	3	1	0	4	4
4	BSA032C504	Advertising and Brand Management	3	1	0	4	4
5	BSA032C505	Consumer Behavior	3	1	0	4	4
6	BSA032C506	Environment and Safety Management	3	1	0	4	4
7	BSA032C521	Summer Internship Project	0	0	6	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
8	CEN982A501	Communicative English-V	1	0	0	1	1

6th semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C601	Customer Relationship Management	3	1	0	4	4
2	BSA032C602	Banking and Insurance	3	1	0	4	4
3	BSA032C603	Indirect Taxes	3	1	0	4	4
4	BSA032C604	Entrepreneurship & Small Business Development	3	1	0	4	4
5	BSA032C605	Organizational Development and Change	3	1	0	4	4
6	BSA032C606	Managing E-Commerce	3	1	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
7	CEN982A601	Communicative English-VI	1	0	0	1	1

**Generic Course Offered by Royal School of Business (Multi-Disciplinary):**

Semester	Subject Code	Course	Credits	Eligibility Criteria
1 <sup>st</sup> Semester	BSA032G101	Entrepreneurship & Small Business Development	03	Open for All
2 <sup>nd</sup> Semester	BSA032G201	Basic Statistical Methods for Research	03	Open for All
3 <sup>rd</sup> Semester	BSA032G301	Personal Finance-1	03	Open for All
4 <sup>th</sup> Semester	BSA032G401	Personal Finance-2	03	Open for All

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8. Structure of Bachelor of Business Administration Program

BBA

Program Structure

1st semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C101	Management Process and Organizational Behavior	3	1	0	4	4
2	BSA032C102	Marketing Management	3	1	0	4	4
3	BSA032C103	Business Mathematics	3	1	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
5	CEN982A101	Communicative English-I	1	0	0	1	1
6	BHS982A104	Behavioural Science-I	1	0	0	1	1
<b>Skill Enhancement Course</b>							
7	BSA032S111	IT Tools in Management -I	0	0	4	2	4
<b>Generic Elective</b>							
8	BSA032G101	GE -1: Minor Track from other department	3	0	0	3	3
9	BSA032G102	GE-2: Open	3	0	0	3	3
<b>Value Addition Course</b>							
10		To be chosen from basket	2	0	0	2	2
<b>Total</b>							
						24	26

2nd semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA032C201	Human Resource Management	3	1	0	4	4
2	BSA032C202	Accounting for Managers	3	1	0	4	4
3	BSA032C203	Business Economics	3	1	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
5	CEN982A201	Communicative English-II	1	0	0	1	1
6	BHS982A204	Behavioural Science-II	1	0	0	1	1
<b>Skill Enhancement Course</b>							
7	BSA032S211	IT Tools in Management II	0	0	4	2	4
<b>Generic Elective</b>							
8	BSA032G201	GE-3: Minor Track from other department	3	0	0	3	3
9	BSA032G202	GE-4: Open	3	0	0	3	3
<b>Value Addition Course</b>							
10		To be chosen from basket	2	0	0	2	2
<b>Total</b>							
						24	26

*B. Jegan*

AY-2017-18  
AY-2018-19

**MBA**

**Course Structure**

1st semester							
Sl. No.	Course Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C101	Principles of Management	4	0	0	4	4
2	BSA034C102	Organizational Behavior	4	0	0	4	4
3	BSA034C103	Managerial Economics	4	0	0	4	4
4	BSA034C104	Financial Accounting	4	0	0	4	4
5	BSA034C105	Quantitative Techniques in Management	4	0	0	4	4
6	BSA034C106	Marketing Management	4	0	0	4	4
7	BSA034C107	Legal Environment of Business	4	0	0	4	4
8	BSA034C108	International Business Management	4	0	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
9	CEN984A101	Communicative English I	1	0	0	1	1
10	BHS984A103	Behavioural Science -I	1	0	0	1	1
<b>2nd semester</b>							
Sl. No.	Course Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C201	Human Resource Management	4	0	0	4	4
2	BSA034C202	Accounting for Managerial Decisions	4	0	0	4	4
3	BSA034C203	Financial Management	4	0	0	4	4
4	BSA034C204	Fundamentals of Entrepreneurship & Intrapreneurship	4	0	0	4	4
5	BSA034C205	Management Information System	4	0	0	4	4
6	BSA034C206	Research Methodology & Statistical Analysis	4	0	0	4	4
7	BSA034C207	Operations Management**	4	0	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
8	CEN984A201	Communicative English II	1	0	0	1	1
9	BHS984A203	Behavioural Science- II	1	0	0	1	1
<b>Ability Enhancement Elective Courses (AECC) (Any One)</b>							
10	FLG994S202	Foreign language ( French )- II	2	0	0	2	2
11	COM044S2013	Event Management	2	0	0	2	2
12	CIT054S2023	Windows Programming	2	0	0	2	2
13	CIT054S2032	MATLAB	2	0	0	2	2
14	CIT054S2012	Text Editing Tools	2	0	0	2	2

\*\* Batch of 2017-19 shall be taught "Operations Management" in the 3<sup>rd</sup> Semester as they have already undergone "Operations Research" course.

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MBA 3rd semester							
S. No.	Course Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C301	Strategic Management	3	0	0	3	3
2	BSA034C302	Operations Research	3	0	0	3	3
<b>Project/Dissertation</b>							
3	BSA034C321	Industry Internship Project (8 weeks)	0	0	3	3	6
<b>Human Resource Specialization.</b>							
4	BSA034D30H1	Performance Management	3	0	0	3	3
5	BSA034D30H2	Industrial Relations & Labour Laws	3	0	0	3	3
6	BSA034D30H3	Industrial Psychology	3	0	0	3	3
<b>Marketing Specialization</b>							
7	BSA034D30M1	Consumer Behavior	3	0	0	3	3
8	BSA034D30M2	Marketing Research	3	0	0	3	3
9	BSA034D30M3	Marketing of Services	3	0	0	3	3
<b>Finance Specialization</b>							
10	BSA034D30F1	Corporate Taxation	3	0	0	3	3
11	BSA034D30F2	Investment Analysis & Portfolio Management	3	0	0	3	3
12	BSA034D30F3	Business Valuation	3	0	0	3	3
<b>Entrepreneurship Specialization</b>							
13	BSA034D30E1	Venture Planning and Startup	3	0	0	3	3
14	BSA034D30E2	Business planning	3	0	0	3	3
15	BSA034D30E3	Social Entrepreneurship	3	0	0	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
16	CEN984A301	Communicative English III	1	0	0	1	1
<b>Ability Enhancement Elective Courses (AEEC) (Any one)</b>							
17	FLG994S302	Foreign language ( French )- III	2	0	0	2	2
18	COM044S3013	Event Management	2	0	0	2	2
19	CIT054S3023	Windows Programming	2	0	0	2	2
20	CIT054S3032	MATLAB	2	0	0	2	2
21	CIT054S3012	Text Editing Tools	2	0	0	2	2
<b>MBA 4th semester</b>							
Sl. No.	Course Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C401	Project Management	3	0	0	3	3
2	BSA034C402	Business Ethics and Social Responsibility	3	0	0	3	3
<b>Project/Dissertation</b>							
3	BSA034C421	Thesis/Dissertation Project	0	0	3	3	6
<b>Human Resource Specialization.</b>							
4	BSA034D40H1	Compensation Management	3	0	0	3	3
5	BSA034D40H2	Organizational Development & Change	3	0	0	3	3
6	BSA034D40H3	People Management and leadership	3	0	0	3	3
<b>Marketing Specialization</b>							
7	BSA034D40M1	Brand Management & Advertising	3	0	0	3	3
8	BSA034D40M2	Supply Chain Management	3	0	0	3	3
9	BSA034D40M3	International Marketing	3	0	0	3	3
<b>Finance Specialization</b>							
10	BSA034D40F1	Indirect Taxes	3	0	0	3	3
11	BSA034D40F2	Financial Derivatives & Risk Management	3	0	0	3	3
12	BSA034D40F3	Management of Financial Services	3	0	0	3	3
<b>Entrepreneurship Specialization</b>							
13	BSA034D40E1	Entrepreneurial Finance and Venture Capital	3	0	0	3	3
14	BSA034D40E2	Corporate Renewal	3	0	0	3	3
15	BSA034D40E3	Management of Technology and Innovation	3	0	0	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
16	CEN984A401	Communicative English - IV	1	0	0	1	1

MBA
Course Structure

1st semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C101	Management Process and Organizational Behavior	4	0	0	4	4
2	BSA034C102	Accounting for Managers-I	4	0	0	4	4
3	BSA034C103	Marketing Management	4	0	0	4	4
4	BSA034C104	Managerial Economics	4	0	0	4	4
5	BSA034C105	Data Analysis and Decision Tools	4	0	0	4	4
6	BSA034C106	Venture Planning and Start Ups	4	0	0	4	4
7	BSA034C107	Management Information System	4	0	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
8	CEN984A101	Communicative English I	1	0	0	1	1
9	BHS984A103	Behavioural Science -I	1	0	0	1	1

2nd semester							
Sl.No.	Subject Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C201	Human Resource Management	3	0	0	3	3
2	BSA034C202	Accounting for Managers-II	4	0	0	4	4
3	BSA034C203	Corporate Finance	4	0	0	4	4
4	BSA034C204	Supply Chain Management	3	0	0	3	3
5	BSA034C205	Global Business Environment	4	0	0	4	4
6	BSA034C206	Business Research Methods	4	0	0	4	4
7	BSA034C207	Operation Management	4	0	0	4	4
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
8	CEN984A201	Communicative English II	1	0	0	1	1
9	BHS984A203	Behavioural Science- II	1	0	0	1	1
<b>Ability Enhancement Elective Courses (AEEC)</b>							
10	One subject from a given basket of Course.		2	0	0	2	2

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AY- 2019-20  
2020-21

MBA 3rd semester							
S. No.	Course Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C301	Strategic Management	3	0	0	3	3
2	BSA034C302	Decision Making and Optimisation	3	0	0	3	3
3	BSA034C303	Legal Aspects of Business	3	0	0	3	3
<b>Project/Dissertation</b>							
4	BSA034C321	Industry Internship Project	0	0	6	3	6
<b>Human Resource Specialization.</b>							
5	BSA034D30H1	Talent Acquisition and Management	3	0	0	3	3
6	BSA034D30H2	Managing Industrial Relations	3	0	0	3	3
<b>Marketing Specialization</b>							
7	BSA034D30M1	Consumer Behavior	3	0	0	3	3
8	BSA034D30M2	Digital Marketing	3	0	0	3	3
<b>Finance Specialization</b>							
9	BSA034D30F1	Investment Analysis & Portfolio Management	3	0	0	3	3
10	BSA034D30F2	Indian Financial System	3	0	0	3	3
<b>Entrepreneurship Specialization</b>							
11	BSA034D30E1	Managing Start-ups	3	0	0	3	3
12	BSA034D30E3	Entrepreneurship, Creativity & Innovation	3	0	0	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
13	CEN984A301	Communicative English III	1	0	0	1	1
<b>Ability Enhancement Elective Courses (AEEC)</b>							
14	Will Select one subject from a given basket of Course		2	0	0	2	2

MBA 4th semester							
Sl. No.	Course Code	Names of subjects	L	T	P	C	TCP
<b>Core Subjects</b>							
1	BSA034C401	Project Planning Analysis and Management	3	0	0	3	3
2	BSA034C402	Business Ethics and Sustainability	3	0	0	3	3
<b>Project/Dissertation</b>							
3	BSA034C421	Thesis/Dissertation Project	0	0	8	4	8
<b>Human Resource Specialization.</b>							
4	BSA034D40H1	Compensation Management	3	0	0	3	3
5	BSA034D40H2	Organizational Development & Change	3	0	0	3	3
6	BSA034D40H3	HRD - Strategies and Systems	3	0	0	3	3
<b>Marketing Specialization</b>							
7	BSA034D40M1	Branding & Integrated Marketing Communication	3	0	0	3	3
8	BSA034D40M2	Services Marketing	3	0	0	3	3
9	BSA034D40M3	Salesmanship	3	0	0	3	3
<b>Finance Specialization</b>							
10	BSA034D40F1	Corporate Taxation	3	0	0	3	3
11	BSA034D40F2	Financial Derivatives and Risk Management	3	0	0	3	3
12	BSA034D40F3	Merger and Corporate Restructuring	3	0	0	3	3
<b>Entrepreneurship Specialization</b>							
13	BSA034D40E1	Entrepreneurial Finance and Venture Capital	3	0	0	3	3
14	BSA034D40E2	Social Entrepreneurship	3	0	0	3	3
15	BSA034D40E3	Family Business Management	3	0	0	3	3
<b>Ability Enhancement Compulsory Courses (AECC)</b>							
16	CEN984A401	Communicative English - IV	1	0	0	1	1

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