

5:6: Establishment of new Deptts/Centres/Courses

- (i) Recommendation of the Expert Committee to set up the Department of Business Management.

The Vice-Chancellor had appointed an Expert Committee for the Department of Business Management, NEHU. The Committee held its first meeting on 21st-22nd April, 1998 and submitted its recommendation as is placed at Annexure-'A'

The recommendation of the Expert Committee was placed before the 57th meeting of the Academic Council and the Council Resolved to approve the same in principle and appoint a Core-Group consisting of the following members for the setting up of the department.

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|--------------------|---|----------|
| 1. Prof S K Mishra | - | Chairman |
| 2. Prof S S Khare  | - | Member   |
| 3. Prof M N Karna  | - | Member   |
| 4. Prof G S Panda  | - | Member   |

Hence, the matter is placed before the Council for consideration.

Minutes of the Expert Committee Meeting to set up Department of Business Management at NEHU Held during April 21-22, 1998.

Members Present.

1. Prof. M S Mishra
2. Prof. G S Panda
3. Prof. S S Khare
4. Prof. S.K Mishra (Chairman)

Members Absent

1. Prof. U R Dhar
2. Prof. J. Phillips
3. Prof. J L Gupta
4. Mr. M JMS Khongwir (Convenor)

1. The Background

A provision to award of Master's degree in Management studies by the University (NEHU) was made in the EC Resolution No. EC: 31: 32: 15: (III) during the VI Plan period. A mention of the Provision to establish the Department of Business Management is there in the Ordinance OA-2 (Revised Ordinance) approved by the Executive Council Resolution No. 83: 94: 01 (1).

The Report of the UGC Visiting Committee to the University to evaluate VIII Plan performance and to assess the IX Plan requirements (April-21-26, 1997) observed:

"The School (of Economics, Management and Information Sciences) has proposed to start Master of Computer Applications and MBA Programme in Entrepreneurship Development and Tourism and Hotel Management during the IXth Plan period. Since these courses are useful and job-oriented, the Committee recommends that steps may be taken to initiate the courses in this University. The University is advised to submit proposals and approach AICTE through UGC for starting these courses. The UGC may be requested to revise the grant allocations made for Management Programme (MBA) of NEHU during earlier plans and the revised approval of AICTE may be again obtained, if necessary" (Report of the UGC Visiting Committee to NEHU, PP 17-18).

The above recommendation may be seen in the light of the IX Five Year Plan Proposal of the University submitted to the UGC before the visit of the UGC Committee to the University (IX Five Year plan Proposal, 1997-2002, PP 102-4) wherein a number of objectives were set and proposed that the Department of Entrepreneurship and Management shall concentrate on starting pre-service.

Programmes namely Master of Business Administration and PG Diploma in Entrepreneurship, the former of a Two-Years duration and the latter of one year duration. It may however be mentioned that the proposals on PG diploma programmes in Environmental Management and Tourism and Hotel Management were separately made and found mention in the IX Five Year Plan Proposal (PP 117-22) under the Schemes outside the Plan Allocation to be funded by UGC/Other Agencies.

## 2. Objectives of the Management Programme:

As laid down in the IX Five Year Plan Proposal (Draft) the Objectives of the Management Programme shall be :

1. To prepare young men/women for assuming the responsibility in the various fields of Management in the developing economy of the region,
2. To prepare young men/women for the opportunities opened to them in the larger national economy,
3. To undertake entrepreneurial development in the region,
4. To undertake research with considerable emphasis on the problems of the region,
5. To undertake in-service management development programmes for public servants who are engaged in the management of public institutions and public services and consultancy to provide for managerial intervention into the region.

It was proposed that the department shall begin with a complement of 25 students for MBA programme and 15 students of PGDE programme. The admission of students to these programmes shall be on the basis of Management Aptitude Test (MAT) and admission policy of the University in force. It was assumed that initially there will be only Master of Business Administration (MBA) and PG diploma in Entrepreneurship (PGDE) programme.

Thus the objectives of the management Education programme restated for action plan may thus be put up:

- A. To offer M.B.A. and PGDE programmes to cater to the management needs of (i) the region and (ii) the nation, both with the short term and long term perspectives.
- B. To offer research programmes with emphasis on the problems of the region.
- C. To impart management training and consultancy to industrial houses, small scale enterprises Govt/Non Govt. organisations, financial institutions etc. in the region.

C/J

### 3. Perspectives.

The management programme education has to be viewed both in short term and long term perspectives consistent with each other. While in the Short term perspective, the immediate task centres around opening of the department of business Management, which would offer MBA, PGDE and research Programmes, in the long term it is essential for the Department of Business Management to develop into an Institute of Management with autonomy, flexibility and independence specifically in the following aspects;

1. Decision making autonomy where Head of the Department/Director may have to take relevant decisions for solving the emergent issues and for ensuring achievement of the committed goals of the programmes and the Department/Institute.

2. Autonomy with regard to the implementation of the programmes, specifically the following:

(i) Fee Structure (ii) Procurement of computer lab facilities (hardware and software) (iii) communication infrastructure like phone, fax, E-mail, Internet, etc (iv) library support services and procurement of books and journals (v) placement of students (vi) inviting the visiting fellows, company executives, teachers and experts from reputed institutions (vii) determining the remuneration of visiting faculty and invited lectures (viii) industrial visits of students and teachers (ix) faculty exchange programmes.

4. Operationalisation.

In the operationalisation of the programme the following steps are to be under taken.

(i) Preparation of the proposal for starting Management Programmes (MBA, PGDE and research programmes) in the light of UGC guidelines and requirements laid down by AICTE.

(ii) Seeking approval from UGC and AICTE.

(iii) Arrangement/Provision for physical infrastructure;

(a) Land (b) building (c) computer Laboratory (d) library (e) hostel facilities for students, (f) residential facilities for Management teachers, (g) seminar hall.

(iv) Recruitment of core faculty and programming for assistance from other departments within the University/outside the University/visiting professors/visiting faculty, etc.

(v) Establishment of linkage with the admission procedure for Masters, diploma and research programmes.

(vi) Development of course/syllabus.

5. Time -frame.

The course may be started by August, 1998, if the UGC and AICTE sanction is obtained. Otherwise, the course may start from March 1999.

6. Anticipated problems and possible solutions.

(i) Availability of land on which the physical infrastructure (building, etc) would be developed.

At present, the University may not be in a position to provide for enough built-up space to accommodate the department/Institute of Management and hostel facilities for resident students and faculty members.

On the short term basis, the Department of Management also would have to be run like any other Department, which may not be much suited to the needs of a management course.

To cope up with the above problem, it may be possible to run the Department/Institute in hired building if enough finance is available and to plan for the future such that within a period of five years the management programme complex develops within the University.

(ii) Availability of faculty members:

Unlike many other programmes, the opportunity cost of taking up teaching job by the trained management faculty in the North-Eastern Region is quite high due to which there may be considerable problems in recruiting the core faculty members (who will necessarily have requisite qualification in Management studies).

Research programme initiated by the Department may, after 5 years ease this problem, but enormous teaching problem will be there. In view of this the only possibility to arrangement for faculty may be:

(a) Visiting professors/visiting faculty from other institutions teaching Management courses/ and or contractual appointment/deputation.

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(b) Visiting faculty from industrial and government organisations within and outside the region.

(c) Faculty members from other department in the University who may help in offering some courses.

(iii) Availability of academic and communication infrastructure.

It may be required that Management programme needs a library of its own with flexibility and opportunities to update itself every year to cope up with the emerging trends in management studies in the global perspective. The University may not be able to provide enough facilities/finance for the same. The same may be the case of communication infrastructure, Internet/E-mail, etc. The Management programme Complex therefore may need independent system of library and communication infrastructure.

(iv) Computer Laboratory:

The management programme must have its own fully dedicated computer laboratory with autonomy in updating software and machines.

If the Department of Computer Applications is tied up with Management Programme, this problem may be solved to a great extent.

(v) Autonomy in deciding the fee structure chargeable to students and participants in various programmes. In this matter it may not be practicable that management programme would follow the fee structure for other departments. The provision to work with autonomy may therefore be required.

#### 7. Recommendations:

Against the above background the Committee observes that although management and computer education has been taken up by universities under UGC and specialised institutes under the AICTE, a Central University such as NEHU has not been able to start the above courses. It is high time that the above programmes should be taken up on priority basis. It is further recommended that the necessary documents for starting of above programmes on UGC pattern under AICTE Guidelines may be obtained urgently and necessary approval and sanction should be obtained before July, 1998.

It is suggested that a Core group of three to four faculty members to accomplish this task within a fortnight may start working. The Local members of the Expert Committee namely (1) Prof. G.S. Panda, (2) Prof. S. S. Khare and (3) Prof. S.K.Mishra may be requested to form a task force to undertake the above assignment. Additional members may be included in the Core Group if a need is felt. The Committee requested the Vice-Chancellor to provide them the necessary.

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administrative/financial and other support to accomplish the task. After completion of the task, a meeting of the Expert Committee would be convened immediately to decide on further steps to be taken.

Suggested courses for two years MBA programme

A: Compulsory courses

Semester I

1. Economics

- A. Micro-economics
- B. Macro-economics
- C. Indian economics

2. Quantitative methods for management

- A. Mathematics for management
- B. Managerial statistics

3. Marketing Management

- A. Marketing; concepts and approaches
- B. Marketing Management (Sales, distribution product, consumer behavior)
- C. Marketing research

4. Production Management

- A. Operation research
- B. Production and inventory control
- C. Project management

Semester II

5. Financial Management

- A. Financial Accounting
- B. Cost Accounting
- C. Financial Control and Management.

6. Management information system

- A. Computer orientation
- B. Data processing
- C. Select aspects of information technology and software development.

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7. Personnel management and industrial relations (labour laws and Indian legal system)

8. Business policy entrepreneurship and strategic management.

- A. Corporate planing
- B. Merger and acquisition
- Business policy.

Semester III

9. Behavioural Science-1

- A. Behavioural science; concepts and theories
- B. Aspects of human behaviour

10. Behavioural science -II

- A. Organizational Psychology
- B. Organizational development

B. Industrial training of 8 weeks (during Winter Vacation)

C: Optional courses during IIInd year

The students will opt for six optional courses during the II year (two in Semester III and four in Semester IV). For specialisation a minimum of three courses would be required to be taken from the following groups. The students may be allowed to take maximum of three courses on non-credit basis.

Mrketing group

1. Industrial Marketing
2. Sales and distribution management
3. Advertising management
4. Consumer behaviour including consumer protections
5. International marketing
6. Strategic marketing
7. Marketing of services
8. Rural and Agricultural marketing
9. Marketing of small scale industry product including handi-craft and handloom.
10. Seminar and marketing issues.

Finance group

1. Working capital management.

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2. Financial control system
3. Public finance
4. Management accounting
5. International finance
6. Corporate financial accounting and taxation
7. Merger and acquisition
8. Money and capital markets
9. Management of financial services
10. Seminar on specific aspects of financial management

Management Information system group

1. Data base management system
2. Decision support system
3. Strategic dimensions of management information system
4. Select aspect of IT
5. Software development
6. Unix and C++
7. Data communication and net working
8. Artificial intelligence
9. Automation
10. Seminar on select aspects of MIS

Operation Management group

1. Operation research
2. Linear programming and management applications
3. Simulation
4. Queing theory and applications
5. Quality management
6. Management of technology and assessment
7. Quantative models for management
8. Cases on operations research and production management
9. Management and research and development
10. Seminar on select issues in operations management

Functional and Allied area optional Courses

1. Management of Entrepreneurship in relation to small scale industries.
2. Environmental management
3. Public sector policy and management
4. Human resource management policies and strategies.

5. Management of industrial relations
6. International economics
7. Econometric methods and development
8. Demand analysis and forecasting
9. Politics of development
10. Seminar on development problems

It was decided that the courses to be offered in the Diploma programme on Entrepreneurship as well as the details of the above courses and contents could be worked out by obtaining the relevant information and material from the Universities where such courses have been offered during the VII Plan period with support from UGC, Management Institutes set up by the Govt. of India and the Institutes of Management recognised by AICTE.

In view of the short time it is recommended that the Core Group members may immediately contact the Universities of Manipur (Manipur), Guwahati (Assam) and Berhampur (Orissa) where such programmes are being conducted for some time now. For organising the organisational structure and other details of the Infrastructural support system it is recommended that Core Group members should visit these places as well as New Delhi (UGC and AICTE) for an indepth understanding of the issues which would assist the Expert Committee to finalise the details for the approval of the University, UGC and AICTE by June end. The expenses incurred in the preparatory work including the visits etc. can be later on debited to the UGC grant for starting the programme.

The meeting ended with vote of thanks from the Chair.

Sd/ (Prof MS Mishra)      Sd/- (Prof GS Pandey)      Sd/- (Prof SS Khare)      Sd/- (Prof SK Mishra)

- (vi) Partial modification on the qualifications prescribed for appointment of a Professor in the University and Colleges.

EC:97:98:5:1:(vi): The Council considered the partial modification on the qualifications prescribed for appointment of a Professors in the University and Colleges and RESOLVED to accept the recommendations of the University Grants Commission as accepted by the Academic Council.

(vii) Regulation on Centre of Studies.

EC:97:98:5:1:(vii): The Council considered the Regulation on Centres of Studies and RESOLVED to approve the same as per Annexure 'C'.

### 5:3- RESEARCH

(i) Nuclear Science Centre - Report of the Committee.

EC:97:98:5:3:(i): The Council considered the recommendations of the Academic Council in recognising the Nuclear Science Centre, New Delhi as a Research Centre and RESOLVED to approve the same.

### 5:6: ESTABLISHMENT OF NEW DEPTTS/ CENTRES / COURSES.

- (i) Recommendation of the Expert Committee to set up the Department of Business Management.

EC:97:98:5:6:(i): The Council considered the recommendations of the Expert Committee for the setting up of the Department of Business Management and RESOLVED to approve the recommendations of the Committee and also the appointment of a Core group consisting of the following members.

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|--------------------|----------|
| 1. Prof. SK Mishra | Chairman |
| 2. Prof. SS Khare  | Member   |
| 3. Prof. MN Karna  | Member   |
| 4. Prof. GS Panda  | Member   |