

MINUTES OF 14TH SCHOOL BOARD MEETING OF THE SCHOOL OF
MANAGEMENT STUDIES HELD AT 11.00 A.M. ON 24TH AUGUST, 2001
(FRIDAY) IN CONFERENCE ROOM, BLOCK 8, IGNOU CAMPUS,
MAIDAN GARHI, NEW DELHI.

The following were present:

1. Prof. N.V. Narasimham, Chairman
2. Prof. R.P. Hooda, Kurukshetra
3. Mr. M.R. Mayya, Mumbai
4. Prof. M.R. Ananthan, Mysore
5. Dr. C.R.K. Moorthy, STRIDE
6. Dr. Geeta Kaicker, SOS
7. Prof. Madhulika Kaushik, SOMS
8. Prof. B.B. Khanna, SOMS
9. Dr. Nawal Kishor, SOMS
10. Dr. G. Subbayamma, SOMS
11. Dr. K. Ravi Shankar, SOMS
12. Mr. R. Panchalan, SOMS
13. Prof. R.K. Grover, Special Invitee, SOMS
14. Dr. Madhu Tyagi, Special Invitee, SOMS

Prof. Pradeep Sahni, Prof. D.M. Pestonjee, Prof. Sushil could not attend the meeting.
Prof. M.B. Menon also could not attend as he is on EOL for two years as he is with
COL, Vancouver (Canada).

Before taking up the agenda, the Chairman welcomed the following new members:

1. Prof. Pradeep Sahni
2. Dr. Geeta Kaicker
3. Dr. C.R.K. Moorthy
4. Dr. Nawal Kishor
5. Dr. Ravi Shankar

He also thanked the following outgoing members for their active participation and
valuable contributions:

1. Dr. A.S. Narang
2. Dr. M.C. Sharma
3. Dr. Madhu Bala
4. Dr. Rita Rani Paliwal
5. Dr. Madhu Tyagi
6. Dr. Kamal Yadava

The following agenda items were taken up for discussions and the necessary decisions taken.

Item No. 1: To confirm the minutes of the 13th Meeting of the School Board held on 28th November, 2000.

14.1 Since there were no comments received from the members on the minutes of the 13th School Board meeting, the same were confirmed.

Item No. 2: To consider and approve the detailed course outline and course writers for MS-424 International Banking Management.

14.2 The item was presented by Dr. K. Ravi Shankar, Course Coordinator. Members asked for clarifications regarding coverage of various topics in the course. It was pointed out that blocks 2 & 3 comprise of too many units while other blocks are lighter with 2/3 units. Since the course has already been sent for CRC, it is decided that the necessary adjustments can be done at the time of first revision.

With the above observations the course outline was approved.

Item No.3: Reporting and Approval of Expert Committee suggestions for including computer based programmes in B.Com programme.

14.3 Dr. Madhu Tyagi, Programme Coordinator presented the rationale and the details of the expert committee recommendations to include two CIC computer courses as a compulsory component of B.Com curriculum. The members appreciated the recommendation and advised to implement the recommendations at the earliest. It was clarified that these computer courses should replace an elective course of 8 credits from other disciplines in the first year.

It was also suggested to provide for a package of Computerized Accounting course as one of the Application Oriented Course of 8 credits (or two courses of 4 credits each) for B.Com students as early as possible.

The item was approved and the same may be sent for approval of the Academic Council.

Item No. 4: To consider and approve the Panel of Research Supervisors from other Universities and the changes in the Ph.D Programme Phase-I in Commerce.

14.4 It was pointed out that some changes in the proposed Ph.D programme in Commerce were necessitated to ensure conformity with the approved guidelines formalized by the University. The same were presented and approved. It was suggested that the final document after incorporating the changes be prepared and circulated alongwith minutes.

The panel of external supervisors for the programme was presented and the same was approved with a few modifications. The final list is appended.

Item No.5: To discuss and approve the Commonwealth Executive MBA Programme as decided by the Academic Council.


14.5 The item was placed before the School Board for discussion by Prof. Madhulika Kaushik and was discussed at length. Certain concerns were raised and it was pointed out that some of these concerns had been from time to time been placed before the Academic Board and Executive Governing Board of the CEMBA/CEMPA programme, as well as at the IGNOU Implementation Committee meeting. The School Board felt that these concerns should be expressed so that they could guide the implementation committee in its decision and be a reference point at the stage of programme review. The concerns raised are as follows:

- i. Is there real demand for CEMBA when IGNOU is already offering MBA Programme which is very popular? It was felt that there may not be much demand in terms of number of students expected to join
- ii. Existing IGNOU programme comprises 21 courses with a total credit value of 126 credits requiring 3,780 study hours. The CEMBA programme consists 15 courses with total credit value of 90 credits and total 1800 study hours. Thus the CEMBA programme is lighter compared with the existing MBA programme. It was felt by the members, that the students of existing programme would in due course of time demand reduction in the load so as to be on par with CEMBA.
- iii. As per CEMBA, one credit equal to 20 study hours while it is 30 study hours in the present IGNOU system. It was pointed out that IGNOU has already permitted COL to adopt few of its existing management courses and once CEMBA is offered in India, it would lead confusion with regard to weightage of study hours.

- iv. The proposed pricing of the CEMBA courses at the rate of US \$ 150 per course may be very high in Indian context. Thus, fee structure may constrain admission of considerable number of students to make the programme economically and operationally viable. Not only that the differential pricing has to be justified in terms of value addition to the students. At present IGNOU is charging Rs. 500 per course while the proposed fee for CEMBA is US \$ 150 per course. This price difference could be justified in terms of multimedia course material and support services provided to the students but it is learnt that, for some courses, the master sets provided by COL may consist of only printed materials. Such courses may not justify this fee structure.
- v. Currently, IGNOU is charging US \$250 per course for its international students outside India. Total fee for international programme of IGNOU is much higher than CEMBA. Total fee for IGNOU programme is US \$ 5250 (21 courses x US \$ 250 per course) while CEMBA costs only US \$ 2250 (15 courses X 150 US \$ per course). IGNOU international programme may be adversely affected if COL launches CEMBA in other countries where IGNOU has presence.
- vi. As the fee structure of MBA and CEMBA is substantially different, there could be demand for differential payment structure by counselors, evaluators, editors, etc. Differential payment norms could raise administrative problems in due course of time.
- vii. Local adaptation of the master sets of courses borrowed from other countries may be necessary to ensure local suitability. Thus, substantial adaptation may be needed involving considerable faculty time. Alternatively adaptation may need to be done by outsourcing.

Since the programme has already been approved by the Academic Council which is the higher body, the School Board, having discussed and noted these concerns, approved the programme proposal. It was also agreed that the scheme of implementation finalized by the Implementation Committee will be presented to the School Board as and when the implementation scheme is decided.

The meeting ended with a vote of thanks to the chairs.


(N.V. Narasimham)
Chairman